

Advertising Age

Entered as second-class matter Jan. 6, 1932, at the post office Chicago, Ill., under the act of March 3, 1879. Copyright, 1958, by Advertising Publications, Inc.

July 7, 1958
Volume 29 • Number 27
25 Cents a Copy • \$3 a Year
CHICAGO 11 • Published Weekly at
200 E. Illinois St. • DE 7-5200
NEW YORK 17
480 Lexington Ave. • YU 6-5050

THE NATIONAL NEWSPAPER OF MARKETING

National Guard Shifts from Orr to VanSant Shop

Account Stayed Through Orr Vicissitudes Before Naming Baltimore Agency

WASHINGTON, July 3—The National Guard Bureau today cut itself loose from Robert W. Orr & Associates and appointed VanSant, Dugdale & Co., Baltimore, to handle recruiting and community pr for the Army National Guard and Air National Guard, under a one-year contract.

The tie between the National Guard and the Orr organization had survived the crisis which set in early last summer, when Orr lost Jergens, its bread-and-butter account, to Cunningham & Walsh. The Guard also remained with the Orr organization after the death of Mr. Orr and through the reorganization of the agency as a division of Fuller & Smith & Ross.

The National Guard Bureau said today the decision to select a new agency was made because of changes in the Orr organization since renewal of the account a year ago. "Since this was not the year for a full competition," the bureau said, "we called in last year's five finalists."

The six Orr people working on the account in Washington will go to VanSant, Dugdale with the account, which amounts to approximately \$300,000 a year. #

Fair Trade Isn't Fair to Consumer, Justice Dept. Finds

WASHINGTON, July 1—A Justice Department survey, which is being used to show that "fair trade" is anything but fair to consumers, reports that customers in eight non-fair-trade cities saved an average of 27% on 78 typical items which fair traded for \$2,033.20.

The study was made about two years ago when fair trade was more widespread than it is today, but details were revealed for the first time last week when a top anti-trust official appeared before the Senate small business committee and testified that fair trade tends to keep retail margins at artificially high levels.

132 nationally advertised items in eight major categories were covered by the study, but the number available below fair trade price and the degree of discount varied widely from city to city.

■ The per cent of savings ranged as high as 32.05% on 121 items available at discount in Washington, D.C. The 73 items which were available at discount in Kansas City afforded a 31.05% saving, while only 13 of the items were sold below fair trade at Burlington, Vt., and the saving amounted to only 6.77%.

Degree of saving by discount buying varied greatly according to the type of product. In Washington, where the most impressive discounts were available, savings on housewares and small appliances averaged 41.19% below fair trade (Continued on Page 82)

Rating Week Hypo Cuts Rational Buying of Time

In Smaller Markets, 1-Week Push Can Make Station 'No.1' for Year

(This is the first of three articles analyzing the problem of special promotion for rating week in radio and tv.)

CHICAGO, July 2—There's nothing like a good burial to keep your station promotion lively. A professional buried-alive man, who put in 33 days under several feet of concrete "sod" for a Memphis radio station, is now carrying on his underground work—and it may be a long distance record for interment for a single body—1,000 miles away, for KMYR, Denver radio station.

Some 200,000 persons trooped past his "grave" in Memphis, to peer into his periscope, and even more may do so in Denver, where he is shooting for a new endurance mark in living sepulture.

■ Also in Denver, a "lucky phone number" contest is in full swing while the sponsoring radio station defends itself against a damage suit brought by an irate suburb for damages suffered during the station's most recent contest promotion.

■ In Oklahoma City a television

station unveils a scandalous "teen-age marriage problem" in that normally placid city, and at the same time suddenly expands its newspaper advertising lineage ninefold.

■ In Shreveport a mathematically-inclined television station conducts a competition which "requires contestants to view that station from 5:30 p.m. to 11 p.m. nightly in order to secure various numbers to be totaled."

■ The media vary, but the occasion is the same. It is rating week, and the rating services are (Continued on Page 38)

NBC Reportedly Economizes, Cutting 400-600 from Payroll

NEW YORK, July 3—National Broadcasting Co. reportedly may dismiss 400 to 600 of its 6,000 employes to achieve a 10% budget reduction in all departments in all cities. NBC's parent company, Radio Corp. of America, which has called for paper work economy within RCA and a slash in disc ad budgets, is said to have ordered the NBC staggered cutbacks be- (Continued on Page 83)



ADAMANT—This two-color page, scheduled for grocery trade publications in August, emphasizes the point that BiB juices "...now are Pablum products, too!" Keyes, Madden & Jones, Chicago, is the agency for the Mead Johnson & Co. division.

24 Stations Okay Anti-Triple-Spot Move by Wade

Lone Non-Signer Says It Never Triple Spots; Just Doesn't Wish to Sign

LOS ANGELES, July 3—Only one of 25 television stations to date has declined to sign a contract rider prepared by Wade Advertising Agency, stipulating that the agency will not pay for its clients' tv spots if they are triple spotted.

In a campaign against triple spotting, the Wade agency last week mailed the rider, attached to current contracts, to 65 tv stations, most of them located on the West Coast and in the South, to be signed by the stations and returned.

The rider read: "The schedule covered by this order is automatically canceled in the event any (Continued on Page 79)

Last Minute News Flashes

Stouffer Corp. Names J. Walter Thompson

NEW YORK, July 3—Stouffer Corp., Cleveland, has appointed J. Walter Thompson Co. for an expanded advertising, marketing and merchandising program promoting the company's three divisions—frozen cooked foods, restaurants and management food service. Wyse Advertising and Lang, Fisher & Stashower, both in Cleveland, are the previous agencies.

NL&B Gets \$2,000,000 Oklahoma Oil Account

CHICAGO, July 3—Needham, Louis & Brorby has been appointed to handle advertising for Oklahoma Oil Co., Chicago, succeeding Maryland Advertising Agency, Chicago. Expansion of the Oklahoma's market beyond Chicago, into Indiana, Illinois and Iowa, led to the need for expanded agency service, according to Edwin R. Smith, exec vp of Oklahoma Oil. The account is expected to bill "in the \$2,000,000 range," Mr. Smith told ADVERTISING AGE.

Carrington Whisky Account Shifts to Durstine

NEW YORK, July 3—Rogers, Allen & Co., Baltimore, importer and distributor of Carrington's Canadian whisky, has moved its advertising from Strouse & Co., Baltimore, to Roy S. Durstine Inc. (Additional News Flashes on Page 83)

2nd Quarter No Spring Idyll...

Cosmetics Accounts Top Agency Switchers

Factor, Mennen, Lanolin Plus and Northam Warren Head the Restless Parade

CHICAGO, July 3—The cosmetics companies had an agency-changing field day during the second quarter of 1958, leading all other account-switching categories by a wide margin.

■ Max Factor & Co. moved \$3,000,000 worth of its products to Kenyon & Eckhardt out of Doyle Dane Bernbach Inc.

■ Revlon juggled agencies like jackstraws.

■ Warner-Lambert Pharmaceutical Co. shifted its Hudnut hair preparations, billing about \$1,500,000, to Lambert & Feasley from Sullivan, Stauffer, Colwell & Bayles.

■ Mennen Co. took \$2,500,000 out of McCann-Erickson, giving \$1,500,000 to Grey Advertising Agency and \$1,000,000 to Warwick & Legler.

■ Lehn & Fink Products Corp. shifted its Tussy cosmetics, billing about \$1,000,000, from Grey to Young & Rubicam.

■ Lanolin Plus Inc. took its \$2,000,000 to Erwin Wasey, Ruthrauff & Ryan from Kastor, Farrell, Ches-

ley & Clifford.

■ Lanvin Parfums Inc. moved its \$1,000,000 in billings out of North Advertising and split it between Dowd, Redfield & Johnstone and Wesley Associates.

■ Northam Warren Corp. moved its \$2,000,000 account to Doyle Dane Bernbach from J. M. Mathes Inc.

■ During the quarter General Motors Corp. assigned its Frigidaire division (\$6,000,000) to Dancer-Fitzgerald-Sample, its truck and coach division (\$2,000,000) to McCann-Erickson—both accounts left hanging when GM dropped Kudner Agency late last year.

Cigarette account changes in the quarter found Philip Morris Inc. shifting its Benson & Hedges filters (billing about \$800,000) to Doyle Dane Bernbach Inc. from Benton & Bowles, its Philip Morris cigarettes (billing about \$5,000,000) to Leo Burnett Co. from N. W. Ayer & Son.

In the appliance field, Hotpoint Co. took its \$3,500,000 account out of Maxon Inc., Needham, Louis & Brorby and J. R. Pershall Co. and deposited it all at Compton Advertising.

For a tabulation of major account changes in the first six months of 1958, see Page 84.

At NAEA Meeting...

Confusing Rates, Varied Sizes Called Roadblocks for Newspaper Advertiser

Gros, Proud Denounce Internal Revenue Ruling on Utility Advertising

COLORADO SPRINGS, July 1—Mayo C. Seamon, advertising director of the El Paso Times and Herald-Post, yesterday ripped into newspapers for setting up "roadblocks" which

make the medium complicated and difficult for advertisers to buy.

In a talk at the summer meeting of the Newspaper Advertising Executives Assn. here, Mr. Seamon strongly criticized newspapers for credit policies, confusing ad rate cards, varied sizes of pages and columns and indifference toward progress in the r.o.p. color field.

■ The Texas adman charged that many new advertisers have turned to other advertising media because of the red tape that newspapers have established for new and small advertisers. He pointed out that the biggest credit losses suffered by newspapers were from advertisers who have done business with them for years.

The biggest roadblock confronting the newspaper business, Mr. Seamon said, is rates. Listing the various kinds of rates for the various kinds of advertisers, Mr. Seamon asserted that "the only other more complicated thing we could do would be to print our rate cards in ancient Hebrew or Sanskrit."

■ His newspaper has eliminated utility rates, amusement rates, political rates, circus rates and (Continued on Page 82)

Reading Ads Can Cut Food Costs, Food Chains Say

Ad-Merchandising Push Aims to Offset BLS Data Showing Increasing Costs

WASHINGTON, July 1—250 food chains, members of the National Assn. of Food Chains, are being urged to join in a new advertising-merchandising program which seeks to teach homemakers how to save on their food budgets.

A sample portfolio of merchandising material for the "Food is a bargain" project, which went out to the 250 chains this week, contains sample advertising and promotion material all keyed to the idea that the homemaker can hold down her costs if she plans her shopping around the "specials" advertised by the stores.

As an aid to the housewife, the chains will feature complete menus under the slogan "Eat big... spend small," showing how the family can have exotic foods at budget prices. The association estimates that a homemaker who plans her menus around the newspaper ads may be able to save \$3 to \$5 a week on food costs.

■ The new "Food is a bargain" project is the latest in a series of promotion plans worked out by the association to counteract the common assumption that food costs are excessively high. "Penny Day," originated in 1956, has been used (Continued on Page 81)

More Nuts, Bolts, Fewer 'Big Ideas' in Displays Asked

SHAWNEE-ON-DELAWARE, PA., July 1—Point of purchase display designing is suffering from too much "big idea" creativity and not enough knowledge of the nuts and bolts of getting displays used, A. R. Menzies, assistant product manager of S. C. Johnson & Son, charged yesterday.

Speaking before a meeting of the Merchandising Executives Club of New York here, Mr. Menzies cited a recent study of 24,000 grocery store retailers of Johnson's wax which revealed that only a quarter of the stores put up the display material furnished by manufacturers. The other 75% decided not to use it because they felt the material was not truly helpful, Mr. Menzies said.

■ Specific reasons why such materials are not used, he went on, are: (1) inadequate knowledge of channels of distribution, (2) lack of interest by the trade and sales forces, (3) poor allocations of quantities, (4) ignorance of the purpose of point of purchase and (5) scanty cognizance of the small ins-and-outs of getting more displays used.

Specific ins-and-outs, he added, include: "Proportionately the most display material is used in the Southwest; the least is used in the east central region; there is little use of shelf edgers in the east central region; there is little use of metal or wire display stands in New England; there is little use of can toppers in the Southwest." ■

Stebbins Adds Cochran Name

Barton A. Stebbins Advertising, Los Angeles, has been renamed Stebbins & Cochran, with the addition of Burt Cochran as exec vp. He formerly was vp and manager of the Los Angeles office of McCann-Erickson.



ARTIST-ADMAN—Zenas Potter, president of Erwin, Wasey & Co., Chicago, before World War II, shows Bart Cummings, president of Compton Advertising, his painting, "Fig Tree in Winter," which now hangs in Compton's New York office.

Retired Adman Zenas Potter Paints Way Back into Agency 'Picture' Via Compton

NEW YORK, July 1—Zenas Potter, retired ad veteran, is back on the advertising scene—this time as a landscape painter.

Six oil paintings, completed by Mr. Potter during his retirement in Carmel, Cal., were hung this week in the reception rooms of Compton Advertising's offices in New York, Chicago, Milwaukee, Los Angeles, San Francisco and Portland.

The collection was acquired for Compton by Barton A. Cummings, Compton president, whose acquaintance with Mr. Potter dates back to the 1930s, when both men were at Benton & Bowles, Mr. Cummings as a copywriter, Mr. Potter as copy supervisor on Colgate.

Later, during World War II, the two were co-workers again—this time in the Office of Price Administration in Washington.

■ Mr. Cummings acquired the paintings on a recent trip to the West Coast, and in presenting them to the agency he paid honor to Mr. Potter, "whose productive endeavors in the advertising field are being followed successfully by his talents in still another during retirement."

Until he was 40, Zenas Potter

AMF Plans Summer Bowling Ad Drive

NEW YORK, July 1—American Machine & Foundry Co., maker of bowling apparatus, will undertake a major summertime bowling promotion during July and August designed to encourage summer bowling and to create new bowlers.

A major part of the campaign will be sponsorship of the Steve Lawrence-Edyie Gorme tv show starting July 13 on NBC. In addition, spreads will be used in *Life*, July 14, July 28 and Aug. 11, and in *Look* Aug. 26.

Local radio stations in 30 major bowling markets will carry four weeks of spot announcements with a total of 25-50 announcements scheduled weekly.

Frank P. Downey, AMF vp and head of the company's bowling products group, said that "summer is the ideal time to promote bowling. With the children out of school there is more of an opportunity for family recreation, and during summer bowling lanes offer maximum availability."

The campaign will be supported by promotion material to bowling proprietors.

Cunningham & Walsh is the agency. ■

had never painted a picture. He was vp and general manager of the *New York Evening Post* for a time, and then head of his own advertising agency in New York and Syracuse. He became a vp of Benton & Bowles in 1936, and was head of Erwin, Wasey & Co., Chicago, in the mid-'30s.

Mr. Potter then retired to paint, but World War II came along and he was put in charge of rubber conservation, and for 2½ years handled congressional relations for the OPA.

It was during his busy advertising days that he took up painting.

"One day when rushing past an art store to an appointment, something told me to go in and buy a set of oil paints," he recalls. "The family was amused, but soon in the privacy of the attic I was copying paintings by Van Gogh, Cezanne, Gauguin and other masters."

■ When good fortune permitted the Potters to take a year off, they traveled through Europe, and Mr. Potter painted "everything." Back at work, he painted on weekends. Later when illness forced him to vacation for six months in the Mexican village of Taxco, he continued the hobby. Then two tourists, not knowing Mr. Potter was a business man, bought several of his paintings. "This spoiled me for life," he says.

When the Mexico stay ended, Mrs. Potter posed the question: "Why go back to work?" Her argument went like this: "The two oldest daughters are through college and on their own. We can get the youngest through high school and college. Why spend half your life on planes and Pullman trains? Why don't we do what we really want to do?"

They did. They moved to Carmel just before World War II. Since then Mr. Potter has had numerous one-man shows in the U.S., France and Mexico, and critics have praised his work for its wide range of techniques, subject matter and mood. Some of his work is realistic; some paintings have a strong modern flair; and many are what he terms "mid-way."

The paintings now hanging in the Compton offices are titled: Arc de Triomphe, Notre Dame from the Left Bank, Mont St. Victoire, Valley in the French Alps, Fig Tree in Winter, and Noyo Harbor. The doors are open to anyone wishing to view the work of adman-artist Potter who, when retirement came, was ready for a second success. ■

Old Gold Readies Ad Drive Based on New 'Digest' Report

NEW YORK, July 1—P. Lorillard Co. on July 7 will launch its first major advertising campaign for Old Gold straights since the brand's debut last February. It will break ads in about 150 newspapers, radio and tv spots in about 83 markets, and commercials on two NBC-TV network shows, "Jefferson Drum" and "No Warning," next Monday.

Newspaper ads will headline "An all tobacco cigarete dramatically reduced in tar and nicotine." The campaign, expected to run a minimum of six weeks, and possibly 12 weeks, depending on sales results, is geared to take advantage of the article in the July issue of *Reader's Digest*, which reported that Old Gold straights, Kent, Sano and King Sano (the latter two U.S. Tobacco Co. products) are the safest smokes available (AA, June 23).

Lorillard a year ago launched a similar campaign for its Kent cigarets after the 1957 *Digest* report was issued. Whether an additional campaign will be launched this year for Kent is still being considered.

■ The current campaign on Old Gold straights is expected to stimulate sales which, reportedly, have not been particularly outstanding for the brand. Advertising is being aimed at what the company calls the "hard-core of 22,000,000 who prefer their tobacco straight," despite the growing popularity of filtertips, now estimated at close to 50% of the current over-all market.

Increased advertising is also being readied by U.S. Tobacco for its Sano brands, through C. J. LaRoche & Co.

Lennen & Newell is handling the Old Gold campaign. ■

Chicago Cardboard Changes

Chicago Cardboard Co. has changed its name to the Crescent Cardboard Co., to coincide with the crescent moon trademark on its artists' materials and other cardboard products. Martin H. Degen, exec vp, said, "It will be advantageous to us from an advertising standpoint that the company name and the product name is identical."

John Adams Promoted

John C. Adams, formerly supervisor of media and publicity for the plumbing and heating division of American Radiator & Standard Sanitary Corp., New York, has been named manager of communications services for the public relations division of the corporation.



NO CHEESECAKE?—McKesson Laboratories, maker of Tartan 21 suntan lotion, forsakes bathing beauties in favor of the poster-type ad (left) which will appear in *Life*, *Look* and *The Saturday Evening Post*. Dancer-Fitzgerald-Sample is the agency.

Agency 'Apathy' Hurts Co-op Ads, Johnson Charges

SAN FRANCISCO, July 1—Cooperative advertising can become one of the greatest forces in the advertising world if the retailer, distributor and manufacturer will work harmoniously on it, according to Robert B. Johnson, advertising manager of United Grocers Ltd., San Francisco.

Mr. Johnson, speaking to the San Francisco Advertising Club, outlined seven problem solutions to make co-op advertising effective:

- Uniformity in co-op contracts.
- A system of payment to prevent duplicate payments and fraudulent claims.
- Legal clarification of contracts to make them simple and effective.
- Standard time periods for running ads on all co-op items.
- Standard performance requirements.
- Education in the fundamentals of co-op advertising for salesmen and retailers.
- A system of compensation for agencies.

■ On the last point, Mr. Johnson said: "From the very beginning of cooperative advertising, agencies have constantly fought against it... Since it was not commissionable, agencies lost all interest in it. Since agencies are in direct contact with manufacturers, they have an advantage and often times sell manufacturers on giving up co-op advertising without a fair hearing of both sides of the story."

"A few of the more progressive advertising agencies," he said, "are making a sincere effort to try and understand co-op advertising, and are even hiring consultants who specialize in the field."

Mr. Johnson predicted the emergence of a third party to handle co-op advertising. "In other words, XYZ Co. will hire an independent organization which will check all advertising proofs for them, give them a complete report on all co-op advertising claims and even make the payments to the performing groups. This third party handling of cooperative advertising may well cure many of the present day ills of co-op." ■

Berni Adopts Easier Credit for Package Design Customers

NEW YORK, July 1—A pay-as-you-go plan for financing package design is being offered manufacturers by Alan Berni & Associates, package consultant.

The new plan works like this: If the bill for a package design project comes to \$6,000, for example, the client will be billed \$500 a month for 12 months—instead of the usual custom of two payments of \$3,000 each, an advance and the second payment on submission of the work.

The plan "in its small way, can make a real contribution toward easing the recession," Mr. Berni believes, and he recommends that other package consultants adopt the same policy.

Gradual financing will provide a company with a new packaging line which will be helping to increase sales while being paid for, he points out. "Major capital outlays will be avoided; internal company planning will be improved; and many companies will, for the first time, see what good packaging can do," he told AA. ■

Competing Reps Join to Rebuild TV Spot Business

Chicago Group Sold Kellogg \$1,000,000 Worth of 'Flexibility'

CHICAGO, July 1—Kellogg Co.'s decision to move its children's shows from the ABC-TV network to local broadcasting (AA, June 30) is being hailed here as a victory for the Chicago Spot Development Council.

The council is a newly-formed group of five television station representatives which are trying to offset the trend of the big advertisers toward network shows. It was through their efforts that the Chicago chapter of the Station Representatives Assn. surveyed some 200 stations and came up with an attractive rate offer which was presented to Leo Burnett Co., the Kellogg agency.

Stations in about 80% of the markets surveyed said they would offer Kellogg 20% off the earned rate for three shows a week, 25% off for four shows and 30% off for five shows.

"This is not rate cutting," explained George Lindsay, of Weed Television, one of the five council (Continued on Page 80)

Parrish Agency Cuts Costs, Will Continue to Operate

NEW YORK, July 2—Amos Parrish & Co., agency and retailing counselor, was authorized to continue in operation without posting bond at a hearing for reorganization under Chapter 11 of the Bankruptcy Act yesterday (AA, July 23).

An unofficial creditors committee approved the continuance after the company agreed to cut salaries by \$6,000 a month and submit all checks for more than \$300 for counter-signature by the creditors' accountant.

In schedules filed last week, the company listed liabilities of \$498,766 and assets of \$248,999. The company is offering 100% payment in 16 quarterly instalments. The 315 creditors include about 30 publishers.

At a creditors' meeting, the company said it did a business of about \$900,000 in the past year. Due to recent cuts in expenses, the company is now operating at a monthly profit of \$6,000 and expects this profit to rise to \$10,000 in the future. #

F&S&R Names Mitchell

Walter C. Mitchell, formerly a marketing specialist with Royal McBee Corp., has joined Fuller & Smith & Ross, New York, as director of research. He replaces Dr. W. C. Davis, who has resigned.



CASUAL—Dan River Mills, New York, will run this color spread in the Aug. 11 Life as part of its fall print and tv campaign. Individual photos in the spread will be featured in color pages running in ten other magazines. Tv spots are slated for 11 markets. Grey Advertising Agency is the agency.

New Mail Order Catalogs List Lower Prices

CHICAGO, July 1—Despite climbing retail prices, all of the "big four" mail order companies have reported average prices lower than those of a year ago in their new fall-winter catalogs in a concerted effort to combat consumer buying apathy. The four mail order houses began mailing the big books this week.

Edward Gudeman, vp in charge of merchandising, Sears, Roebuck & Co., told ADVERTISING AGE that Sears was able to keep prices down by working with manufacturers to place large, economical orders; in some cases by changing specifications for certain goods; and through increased factory efficiency.

Prices in the new Sears catalog show an average decrease of 1.5% from those listed this spring and (Continued on Page 48)

N.Y. Bait Ad. Age Stipulation Laws Take Effect July 1

NEW YORK, July 1—Two new state laws affecting advertising go into effect today. One makes bait advertising unlawful. The other prohibits help-wanted ads with age stipulations.

Under the bait advertising law, the state attorney general is empowered to issue a restraining order if it appears there has been a violation, even though he may not be able to prove that anybody has been misled or damaged. Media are specifically exempt from the law's provisions. Exact wording of the new section (396) of the general business law is:

"1. No person, firm, partnership, association, or corporation, or agent or employe thereof shall, in any manner, or by any means of (Continued on Page 6)

Ruppert Signs Pact Allaying Threat of Beer Drought in N.Y.

NEW YORK, July 2—A break in the threatened beer drought came yesterday when Jacob Ruppert, one of the five local breweries which had been shut down since last week because of labor troubles, signed a new contract independently with the Brewery Workers Joint Board and the International Brotherhood of Teamsters.

The four other local brewers—Liebmann Breweries, Piel Bros., F. & M. Schaefer, and Joseph Schlitz Brewing Co.—are expected to settle with the unions within the next few days.

Ruppert has consented to a two-year contract calling for a \$5 weekly wage increase the first year and \$4.75 the second year for production workers. Delivery workers are to receive an increase of \$4.05 the first year and \$3.25 the second. Current wages range from \$108.75 a week for inside workers and \$130 for drivers.

In addition, the contract provides for a medical plan financed by the employer, increased sick benefits and more paid holidays. In some cases, it is reported, older workers will get a holiday on their birthdays.

Assuming the other local brewers fall in line, does this mean that the price of beer will go up?

Probably not. Local brewers talk about absorbing increased costs for the time being. They seem to have little choice. They're in a tough spot. New Jersey brewers' union contracts have another year to run, and they offer tough competition to New York producers. Similar increased labor costs this year have been absorbed by brewers in Detroit, Milwaukee and on the West Coast. Strong consumer resistance to paying more for a glass or a bottle of beer was shown a couple of years ago. Sales during the first half have been slow, both locally and nationally, because of the cool spring. Sales for the first quarter, which are the latest available, show national consumption down 1.5% this year compared with '57.

Advertising managers of local breweries say that no changes are contemplated because of the labor situation. Increased seasonal schedules are now about to break, and they are moving ahead as planned.

Miles Labs Appoints Beeby

Harold J. Beeby has been appointed advertising manager, Miles Products Co., division of Miles Laboratories, Elkhart, Ind. Mr. Beeby joined Miles' ad department in 1956 and before that was advertising manager, Commonwealth Edison Co., Chicago.

Please Omit Flowers . . .

Florists' Telegraph Delivery Seeks Agency to Replace Grant Advertising

Wants Agency That Is Strong in Detroit to Get Its \$1,700,000 Account

DETROIT, July 2—The Florists' Telegraph Delivery Assn. probably will stick close to home when selecting a new agency to replace Grant Advertising.

On the heels of an announcement that FTDA had dropped Grant after a 15-year association, Gordon Conn, advertising director, said an agency either based in Detroit, or with a strong Detroit office, probably will be awarded the account.

Grant has handled the account out of its New York office, but Mr. Conn said the desire for a strong Detroit operation did not reflect on Grant's setup.

"We just feel that there is no need to look any further than De-

troit," he said. "There are many good agencies here."

FTDA's new ad budget for 1958-59 is set at \$1,700,000, plus about \$100,000 for public relations, which Grant also loses. The association will hear final presentations about Aug. 18.

The dismissal of Grant came suddenly last Sunday, and agency executives expressed surprise at the move, pointing out that FTDA's sales have risen from \$10,000,000 to \$56,000,000 during Grant's 15-year tenure.

The association has reviewed its agency picture periodically over the years, but has always decided to retain Grant. In January, 1957, the FTDA heard presentations from McCann-Erickson, Kenyon & Eckhardt, D'Arcy, MacManus, John & Adams and Ruthrauff & Ryan (now Erwin Wasey, Ruthrauff & Ryan).

Car Buyers' Gripes Up 19% Over 1957, N.Y. BBB Reports

NEW YORK, July 1—The Better Business Bureau of New York City reported today that complaints of unethical practices by automobile dealers are running at an alltime high.

Hugh R. Jackson, president, said the bureau received nearly 500 complaints from purchasers of new and used cars during the first six months of the year—a 19% increase over 1957.

Mr. Jackson warned local dealers "to either clean up your misleading marketing methods or suffer the consequences of public exposure." He said that "those who do not voluntarily regulate and change their deceptive advertising and selling practices will be referred to appropriate law enforcement authorities."

As an example of the type of "bait" advertising used by some dealers, the BBB cited the following case:

"A Manhattan dealer ran an ad a few days ago offering a double trade-in allowance with the purchase of a new car, specifically stating that the allowance would be twice the official value listed in the National Automobile Deal-

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MODEL MANUFACTURER—The bouquet-proffering gentleman is the dress manufacturer himself, Herman Marcus of Dallas. The ad is one in a nine-page section scheduled for the August Mademoiselle, prepared by Modern Merchandising Bureau, New York.

Mr. Conn told ADVERTISING AGE that "we have only begun to develop our thinking" on what FTDA will look for in a new agency. Due to its frequent agency reviews, he pointed out, the association already has some ideas on which agencies it would like to see. Preliminary talks with agencies will be by invitation only, he added.

Mr. Conn said it was not yet known how many agencies FTDA would call in for these talks, but said three finalists will be selected to make full presentations in Detroit about Aug. 18. These will be viewed by Mr. Conn, John L. Bodette, secretary and general manager of FTDA, and the advertising services committee—a group of six association members.

The agency chosen by them will be asked to repeat its presentation "within a week" to FTDA's board of directors, which will make the final decision.

Neither Grant nor the client would say what finally led to the break. It was reported that member florists were not too happy over the association putting all of its ad money into Edward R. Murrow's "Person to Person" shows (CBS-TV). This contract ends Sept. 12. All of the commercials for the series have been taped, Mr. Conn said, so Grant will perform no more creative ad services for FTDA. The Grant staff will work on the account another 80 days. #

Ads Mailed to Doctors Diminish, Clark-O'Neill Says

NEW YORK, July 1—The amount of direct mail directed to doctors declined last year, according to the annual survey of Clark-O'Neill Inc.

A direct mail house, Clark-O'Neill has been keeping track of the mail received by the "busy general practitioner" for 15 years.

In the year ended April 30, mail volume dropped for the first time in the history of the survey.

The Clark-O'Neill physician received 4,901 mailings during the year, compared to 5,041 in the previous year.

Mail from pharmaceutical manufacturers continued, of course, to account for the vast bulk of this volume—89.9%.

The number of products promoted to the doctor added up to 715, of which 198 were new; missing from the list were 168 prod-

(Continued on Page 45)

new! new! and a nickel too!

Chuckles 5¢
SPICE DROPS

NICKEL & NEW—This color poster boosting Fred W. Amend Co.'s Chuckles is part of a summer campaign in selected markets. Campbell-Mithun, Chicago, is the agency.

Women Have Stopped Spending Because They Have All the Things They Want: Wolff

PHILADELPHIA, July 1—Women are sobering up from a 10-year money spending spree, Janet Wolff, copy group head at J. Walter Thompson Co., told the Philadelphia Club of Advertising Women last week at the Poor Richard Club.

Instead of spending money, she said, women are saving today because they've gotten all the things they wanted. In addition, the business slump has frightened them.

■ To get women in the mood to spend cash, Mrs. Wolff suggested:

1. Don't mention the word "recession" in any copy, because it will not open up pocketbooks and only conjures up the vision of bread lines.

2. Convince the ladies they owe it to their families and themselves to buy now, since prices are going up.

3. Come up with something new to sell, such as the chemise dress.

4. Don't play up the thrift angle. Women do not want to be economical. It makes them feel insecure.

5. Soft-pedal practicality, but stress the fact that a product offers status, such as a car giving more miles per gallon being less important than the status it gives a family.

6. Play up the family.

7. Don't shout. Speak to women in a soft tone, as if they were intelligent. ☞

Minnesota Ads Boost Inquiries

Inquiries on Minnesota state tourist advertising are running well ahead of last year's totals, according to Lloyd Borg, administrative vp of Bozell & Jacobs, Minneapolis, agency for the state tourist division. Magazine returns are leading 1957 by 15%, and newspaper inquiries are ahead of last year by more than 30%, he told the governor's tourist council.



NEW—General Mills will introduce its Cocoa Puffs in the Northeast and Northwest in July, following a six-months' head start in Canada. Local tv programs will be used to promote the new cereal. Dancer-Fitzgerald-Sample is the agency.

Motorola's Galvin Sees 6,000,000 TV Set Sales in '58

CHICAGO, July 2—The electronics industry is rounding the recession corner and is swinging wide on the curve to develop a momentum which will lead the nation's industries in the 1960s.

"The rate of tv receiver sales the past few months has no more significance in the long-term scheme of things than a racing car pulling into the pit for a change of tires."

Thus did Paul V. Galvin, track-minded metaphorist and chairman of Motorola Inc., depict the present state of the electronics industry at a convention of 500 Motorola distributors and retailers here this week.

At the convention—where Motorola introduced new lines of tv receivers, slim cabinet and push-button radios and nine models of stereophonic record players—announcement was made of a "vastly expanded advertising program based principally on b/w newspaper ads in the major market cities, with magazines, direct mail, premiums and contests as supplementary media."

■ Tv receiver sales this year will tally about 6,000,000 units, Mr. Galvin predicted. Industry sales figures for the first half of 1958 were comparable to the relatively high sales of the first half of 1957, he said, but the remainder of 1958 sales will be measured against the receding sales in the second half of 1957, rendering a more favorable comparison, he noted.

Motorola's share of the tv receiver business, he said, is now running 15% ahead of its position in the share-of-market race last year.

"Five years from now," Mr. Galvin predicted, "as many as 8,000,000 tv receivers will be sold annually."

■ One of the brightest spots in the electronic picture at present, he said, is high fidelity phonographs, sales of which are running 20% ahead of 1957. Consumer interest in these phonographs is bound to be intensified by the current introduction of stereophonic records and record-playing equipment, he added.

As for the future, he said, "We're beginning now to look seriously at the prospect of the two-way personal communications carried on the wrist or in the pocket for families to be in touch between home, office, and school."

Leo Burnett Co., Chicago, handles Motorola's consumer products.

Highlights of This Week's Issue

Cosmetic companies lead parade of account changers in second quarterPage 1

"Hyping" rating week audiences ranks as "persistent, pervasive public nuisance," AA survey findsPage 1

"Teach homemakers how to save on their food budgets" is aim of National Assn. of Food Chains new programPage 2

Lorillard launches Old Gold straights drive timed to take advantage of "Reader's Digest" articlePage 2

Johnson of United Grocers presents seven solutions for making co-op advertising effectivePage 3

Florists' Telegraph Delivery Assn. drops Grant, seeks new agency for \$1,700,000 accountPage 3

Chicago rep committee hopes to rebuild spot tv business, hails Kellogg move out of ABC-TV network as victoryPage 3

New York BBB reports that complaints of unethical practices by automobile dealers are running at an alltime highPage 3

Bait advertising and help-wanted ads with age stipulations laws went into effect July 1 in New York statePage 3

Motorola's Galvin predicts 6,000,000 tv set sales in 1958, expects the electronics industry to lead the nation in the '60sPage 4

Nearly nine out of ten time buyers consider program format as well as ratings when setting up a saturation spot radio schedule, NBC Spot Sales' survey findsPage 3

Sunbeam adds a line of electric clocks, sets trade ads for AugustPage 3

Larriek, U. S. commissioner of foods and drugs, predicts legislation requiring cosmetics to be tested for safety before marketingPage 3

Epigrammatist Franklin P. Jones, agency partner, rivals another Franklin in pungent observations, AA findsPage 26

Leather Industries of America plans four promotions for fallPage 28

Youngstown Kitchens lines up tie-ins with three manufacturers to introduce its Servicenter sinkPage 22

Advertising and pr in the insurance field have been "backward" but are improving, Flanagan saysPage 43

"The company that crawls into a corner these days may never get out of it," Sylvania's Mitchell warns advertisersPage 57

Nielsen's Tischler says advertisers make some "pretty silly mistakes in couponing"Page 60

Angry housewives tell Chicago panel of agency and station executives what's wrong with radioPage 70

TV conditions viewers to accept theater-screen advertising, Theatre-screen Advertising Bureau findsPage 74

"I believe in what I sell" is Don McNeill's explanation for 25-year run of "Breakfast Club"Page 79

Revlon faces FTC charges of conspiracy to fix prices and eliminate competition in refillable lipstick cases and lipstick refillsPage 83

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The Largest Unit of Circulation In The Fast Growing South!

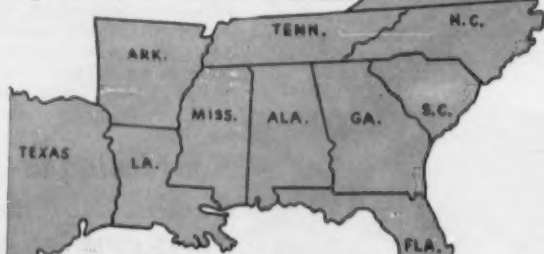
GRIER'S ALMANAC

2,200,000 CIRCULATION Audited and Verified By



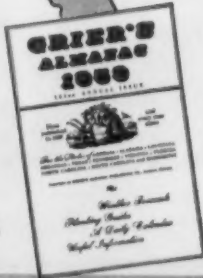
- Coverage Is Far Greater Than That of Any Other Publication in the South.
- Reaches Over a Million RFD Box-Holders.
- First in Prestige. Has Been Published 153 Years Without Interruption.
- Readership is Intense and Loyal.
- Outstanding Mail Order Medium.
- Every Advertisement Next to Editorial Matter.
- Stays in the Home the Year 'Round As a Ready Reference Book.

Every ad works a full 12 months!



Where Grier's Almanac Goes:

- 1,200,000 copies distributed through retail drug and general stores by means of a system of special editions sold to approximately 43 of the largest wholesale druggists in the South.
- Another 1,000,000 copies of Grier's are mailed to R.F.D. Boxholders in the South. 100% coverage of every R.F.D. box is guaranteed in every county in which Grier's is distributed.



FOR INFORMATION AND RATES, CALL, WRITE OR WIRE

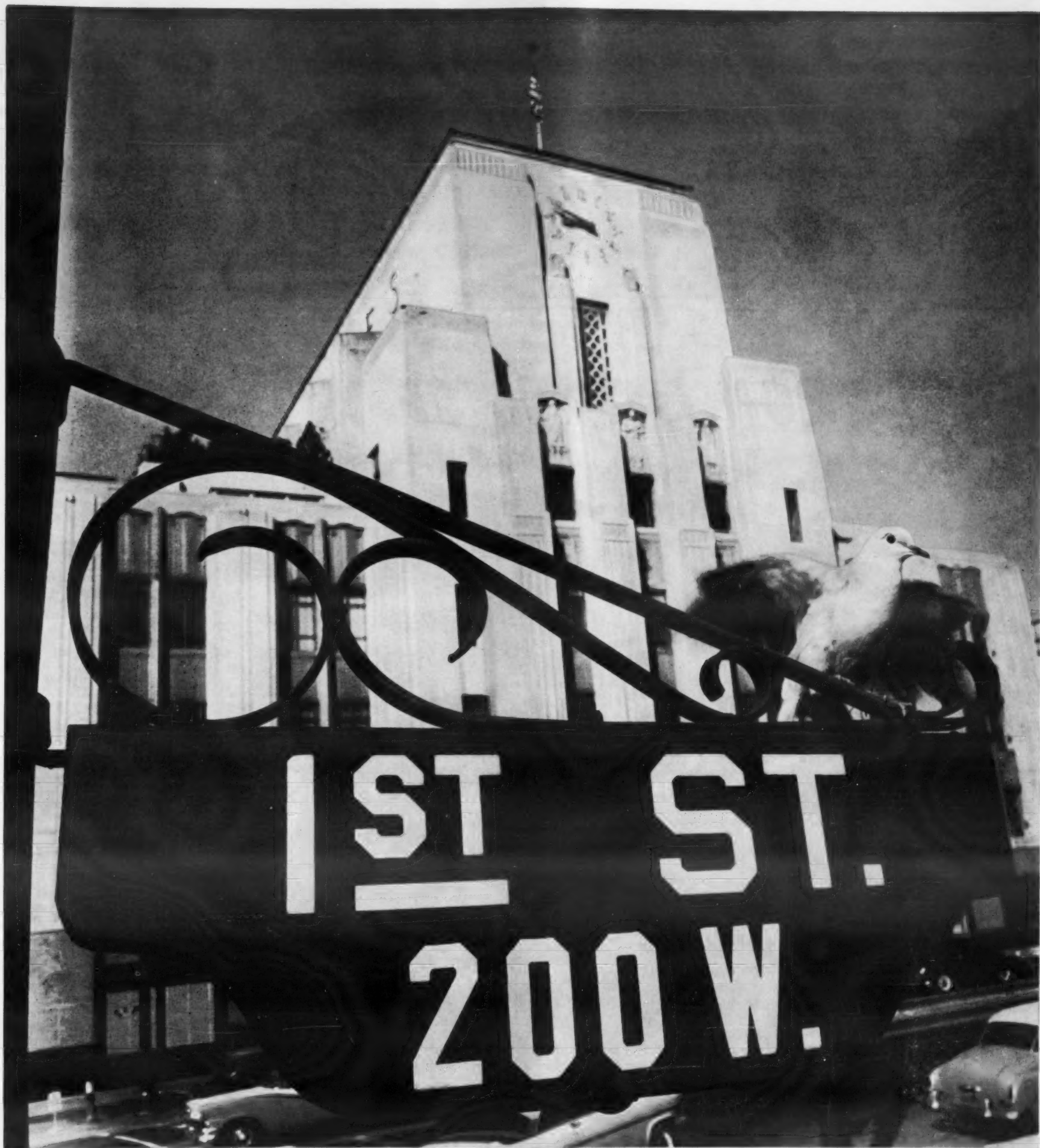
GRIER'S ALMANAC PUBLISHING COMPANY

GEO. M. KOHN, JR., General Manager
Atlanta Office: P. O. Box 1435, Atlanta, Ga. — Jackson 2-5129
Southern Office: DAN B. JESSE, JR., 10 E. 43rd St., New York 17 — Murray Hill 2-4843
Midwest Office: RAYMOND J. RYAN, 33 E. Wacker Dr., Chicago 1 — Alton 3-7240
Western Office: J. G. DAYENPORT ASSOC., 2412 W. 7th St., Los Angeles 8 — DUrbis 3-2334
Dallas Office: ED WHEATLE, 929 Cordova Ave., Dallas 25 — DAvis 4-4616

Barron's readers want to know your company, its products, its plans, its accomplishments, its management, its status, its progress.

BARRON'S

NEW YORK 30 Broadway CHICAGO 711 W. Monroe ST. BOSTON 182 Newbury St. LOS ANGELES 1977 W. 6th St. CLEVELAND 1400 East Ave.



We didn't choose our street with this in mind but...

... could be there's a reason why The Times lives on First Street in Los Angeles.

The Times is *first* in Los Angeles—first in public service, in circulation, in advertising.

First by more dramatic margins than ever before.

Since ABC called at First Street a year ago, The Times has jumped its weekday circulation by another 22,000—substantially more than the gains of the other three metropolitan news-

papers *combined*. Times weekday circulation is now a thumping 128,000 ahead of the second-ranked metropolitan daily.

Same story on Sunday. The Times gained 19,000 while the second Sunday paper lost 8,000—leaving it 163,000 copies behind The Times' new ALL-TIME RECORD OF 878,219.

Maybe destiny had a hand in choosing our address so many years ago. At any rate, we have no intention of moving from our present location.

First in the nation's No. 2 market

Los Angeles Times

Represented by Cresmer and Woodward, New York,
Chicago, Detroit, Atlanta and San Francisco

BBDO Captures Six Awards in AAW Competition

VANCOUVER, B. C., July 1—Batten, Barton, Durstine & Osborn was top winner of first and special awards presented last week at the Advertising Assn. of the West convention. BBDO ran off with six of the 30 awards; Young & Rubicam followed with three awards, and Cunningham & Walsh took two.

Following are the first place winners and their agencies (co-sponsors of the awards with AAW are given in parentheses):

Business publications (National Business Publications)—Page or spread: Ampex Corp.; Boland Associates. Fractional

space: Beckman/Hellpot; Charles Bowes Advertising. Special award: Convair division, General Dynamics Corp.; Buchanan & Co.

Consumer magazines (Magazine Advertising Bureau)—Page or spread: Hunt Foods; Young & Rubicam. Less than page: Sunkist Growers; Foote, Cone & Belding. **Farm papers** (ABC state and regional farm papers of 11 western states)—Bank of America and Gerald F. Thomas Advertising.

Newspapers (Daily Newspapers of the West)—B&W over 640 lines: Pacific Gas & Electric Co. and Batten, Barton, Durstine & Osborn. B&W under 640 lines: Pacific Telephone & Telegraph Co.; BBDO. R.o.p. color: Bank of America; BBDO. Color supplements: Hunt Foods; Y&R. Retail advertising in cities over 75,000 population: Joseph Magnin; ad department. Retail advertising in cities under 75,000: Levy's of Tucson; ad department.

Outdoor (Western Outdoor Advertising Industry)—Best poster series or campaign used locally or within one state: Pacific Gas & Electric Co.; BBDO. Best poster series or campaign used regionally or na-

tionally: Pacific Telephone & Telegraph Co.; BBDO. Max Schmidt Memorial Awards for poster art excellence: Sick's Rainier Brewing Co.; Miller, Mackay, Hoeck & Hartung.

Radio (Radio Industry of the West; Vancouver Advertising & Sales Bureau)—Perpetual Trophy for best over-all job in all classifications: Crown Zellerbach Corp.; Cunningham & Walsh. Spots in cities over 50,000: Crown Zellerbach; C&W. Spots in cities under 50,000: Shaffer & Duff Furniture Co. (no agency). Program commercials: Tillamook Co.; Botsford, Constantine & Gardner. Special category award: Butter-Nut Coffee (no agency).

Television (Television Bureau of Advertising)—Spots: Speedway Petroleum Corp.; W. B. Doner & Co. IDs: Burgermeister Brewing Corp.; BBDO. Program commercials: General Foods Corp.; Y&R. Color: U. S. Navy (no agency).

Transit (Western Transit Advertising) Class A: Los Angeles, San Francisco and Oakland—Car cards: Bank of America; Johnson & Lewis Advertising. Traveling displays: Sparklets Drinking Water Corp.; McCarty Co. King-size bus posters: Cali-

fornia Physicians Service—Blue Shield; Hofer, Dieterich & Brown.

Transit (Western Transit Advertising) Class B: All other cities—Car cards: British America Paint Co.; Cockfield, Brown & Co. Traveling displays: Salt Lake City Baseball Corp.; David W. Evans & Associates. King-size bus posters: Seattle Transit System; Cole & Weber. #

Solk Acquires Two Accounts

Bud Solk and Associates, Chicago, has been named to handle advertising for Modern Formalwear, Chicago manufacturer of all formalwear accessories, and the chain of Little Big Dollar Stores, Chicago.

Warwick & Legler Moves

Warwick & Legler, New York, has moved its office to 375 Park Ave.



MARSHALL CLARK, a former advertising director of Scott Paper Co. and since Jan. 1 resident marketing manager of Bowater-Scott Corp., London, Scott's British affiliate, will join Ketchum, MacLeod & Grove July 14 as vp and manager of the agency's New York office.

KRON is TV in SF



San Franciscans are sold on KRON-TV

MINUTES AVAILABLE
"GOLDEN GATE
PLAYHOUSE"
Highest Rated
Daytime Movie
(ARB, May '58)

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

N.Y. Bait Ad, Age Stipulation Laws Take Effect July 1

(Continued from Page 3) advertisement, or other means of communication, offer for sale any merchandise, commodity, or service, as part of a plan or a scheme with the intent, design or purpose not to sell the merchandise, commodity or service so advertised at the price stated therein, or with the intent, design, or purpose not to sell the merchandise, commodity, or service so advertised ...

"2. Whenever there shall be a violation of this section, an application may be made by the attorney general in the name of the people of the state of New York to a court or justice having jurisdiction to issue an injunction, and upon notice to the defendant of not less than five days, to enjoin and restrain the continuance of such violation; and if it shall appear to the satisfaction of the court or justice that the defendant is, in fact, violating this section, an injunction may be issued by such court or justice, enjoining and restraining such action or violation, without requiring proof that any person has, in fact, been misled or deceived or otherwise damaged thereby."

■ The state legislature also passed a six-part act designed to remove the age block from a job applicant's path, under which such phrases as "man under 35" or "young woman" are now illegal. While help-wanted ads may not specify age or use the word "young," situation-wanted ads are not affected. #

Wyeth Names Phillip A.M.

Cedric C. Phillip has been named advertising manager of Wyeth International Ltd., succeeding Albert Avigdor, who now is on leave of absence after 14 years with the pharmaceutical manufacturer. Mr. Phillip joined the company in 1957 as assistant ad manager.

Lindsey Heads Dotted Line

Thomas Lindsey, eastern sales manager of American Lumberman & Building Merchandiser, has been named president of the New York Dotted Line Club of Associated Business Publications. He succeeds Lucian Neff, formerly with Moore Publishing Co., who resigned recently.

SIMPSON-REILLY, LTD.
Publishers Representatives

LOS ANGELES - HALLIBURTON BLDG.
SAN FRANCISCO - CENTRAL TOWER

YOUNG & RUBICAM, INC.
Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · LOS ANGELES · HOLLYWOOD · MONTREAL · TORONTO
LONDON · MEXICO CITY · FRANKFURT · SAN JUAN · CARACAS



Important question: *how good does your advertising look?*



Even more important question: *how hard does it work?*

Always ask both.

Larrick Predicts Legislation Will Require Safety Testing of Cosmetics

FDA Chief Lauds Toilet Goods Assn. but Hits Industry 'Opportunists'

POLAND SPRING, ME., July 2—Eventually there will be legislation requiring cosmetics to be tested for safety before they are marketed.

That was the prediction of George P. Larrick, U. S. commissioner of foods and drugs, speaking before the annual convention of the Toilet Goods Assn. last week.

The Food & Drug Administration is now studying the various bills introduced before the 85th Congress but has not yet taken a position on them, Mr. Larrick said.

But the need for such legislation has been shown, he pointed out, by such examples as "a solution for giving permanent waves without heat that killed a user because of the presence of ammonium hydrogen sulfide; several hair straighteners and shampoos that caused injury because of excess alkali; a modified resin in hair lacquer that burned users; a new nail base coat that caused severe injuries in 1949, and again in 1957 a plastic press-on fingernail coating that had to be recalled because of extensive injuries; a liquid cream that irritated the eye of users and had to be recalled; rapid dryers for nail polish and hair that contained enough carbon tetrachloride to cause harm through inhalation or skin contact; a number of shampoos that damaged eyes when the shampoos dripped into them."

Mr. Larrick applauded the efforts of the Toilet Goods Assn. and its officers, Steve Mayham and Fuller Holloway, to get safe cosmetics and truthful labeling. But, he said, "despite their efforts we have concluded reluctantly that the cosmetics industry has not shown that it is able to protect the public adequately from extravagant claims by self-policing. There are some opportunists in your industry who cannot resist the urge to capitalize improperly on new fanciful ingredients and developments.

"We still encounter occasional cosmetics that are supposed to have miraculous properties because a little turtle oil is present. If your experience with turtles has been the same as mine—the necessity of taking them off your fishhook once in a while and chasing them out of your tomato patch—I expect you share my amazement that any woman would rely upon the oil of the turtle for cosmetic benefits," he said.

"Within the recent past we have encountered the use in cosmetics of chick embryo extract or so-called biostimulines; ... the use of pig-skin extract as a skin rejuvenator; roasted and powdered hair as a hair grower; horse blood serum as a skin rejuvenator; shark oil to bring vitality and usefulness to dry, aging skin, and orchid pollen which was heralded as an ingredient with no special claims. Apparently it's so good they can't tell you what it's for.

"We have encountered a lotion containing a placenta residue that is supposedly to be good for aging skin, wrinkles and skin rejuvenation—a truly amazing claim when you consider that the placenta ingredient is the residue left after the pharmaceutical manufacturer has extracted the valuable constituents from the placenta.

"A few days ago we encounter-

ed a tranquilizer for the skin which is supposed to relieve the appearance of stress and strain due to the pace of modern living. And we just recently have seen a great surge of promotion for the inestimable, priceless gift of the beehive—royal jelly," he said.

"Unfortunately the originator is not the only one that gets mixed up in these wild promotional schemes. Perhaps he starts the parade, but once he begins to make headway other firms find themselves caught in a competitive situation which they evidently believe requires that they adopt the new ingredient and the wild claims being made for it. Continued reliance on unsupportable wild claims cannot help but work to the ultimate harm of your entire industry. We urge you to find a solution to this problem."

He concluded with the suggestion that the association develop a statement of fundamental principles for the guidance of its members.

A second speaker, Earl W. Kintner, general counsel, Federal Trade Commission, told the group he had been advised that "in certain quarters in this industry the reckless advertising writers may be getting out of hand and perhaps yearning nostalgically for the days of old."

"Those days are gone forever," he warned, "a fact which I am sure the wise leaders of this industry recognize full well."

During one 28-day period recently, the commission referred more than 700 questionable advertisements to the bureau of investigation, Mr. Kintner said. 141 matters were referred to the bureau of consultation as possible violations of trade practice rules or stipulations. This questionable material was selected from 200 newspapers each week, 50 magazines each month, and the commercial continuities of approximately 200 radio and tv stations each week.

In addition, he said, there were scores of complaints from the public and from competitors, not to mention the hours of monitoring and recording of tv commercials by attorneys in the commission's nine field offices.

The result of this vigilance: In 1957 the commission issued 324 complaints, an increase of 103 over the total for 1956. There were 213 cease and desist orders issued in 1957, an increase of 25 over 1956.

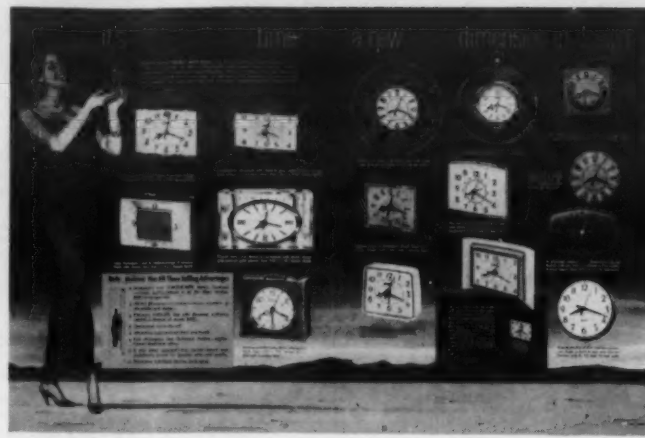
140 other matters were settled by stipulation, and 1,706 were disposed of by accepting assurance of discontinuance of claimed unlawful practices, he reported. #

'S. F. Chronicle' to Launch New 'Bonanza' Sept. 21

The San Francisco Chronicle will publish a new Sunday color rotogravure magazine, *Sunday Bonanza*, beginning Sept. 21. Lynn H. Gamble, advertising director, said the new magazine will replace the present tabloid, *Bonanza*, in the Chronicle's Sunday package. Format for *Sunday Bonanza* will put emphasis on "adventures in California living."

Bob Whitehead to GB&B

Robert L. Whitehead, formerly vp in charge of the San Francisco office of Roy S. Durstine Inc., has joined Guild, Bascom & Bonfigli, San Francisco, as an account executive. Mr. Whitehead joined Durstine's New York office in 1940, and in 1955 was transferred to San Francisco.



SUNBEAM LINEUP—Sunbeam Corp., Chicago, will introduce a new line of electric clocks to the trade with this four-page, six-color insert in August business publications. 50,000 copies of the insert will be mailed to dealers. The center spread of the insert, shown here, pictures most of the basic models in the line. Perrin-Paus, Chicago, is the agency.

Sunbeam Lengthens Appliance Lineup as Clock Line Bows

CHICAGO, July 2—Sunbeam Corp. has added a line of electric clocks to its appliance lineup. Trade ads announcing the new line will break in August, followed by consumer ads a month or so later.

At a press conference today, Sunbeam said it decided to enter the clock marketing arena after two years of research indicated that it was a ripe field.

About 8,000,000 clocks have been sold annually for the past ten years, said Clifford C. Mendler, sales vp. And he said that while a home should have four electric clocks, most have fewer than that, and 30% of the wired homes in the U.S. have no electric clocks.

Mr. Mendler also stated that no significant innovations have been made in electric clocks since World War II. The Sunbeam clocks feature wrap-around face crystals and slim styling, made possible by a new, small power unit called the Torque-mite.

A four-page, six-color insert will run in August issues of *Electrical Merchandising*, *Hardware Retailer*, *Jewelers' Circular-Keystone*, *Drug Topics* and *National Jeweler*, plus a page ad in *Home Furnishings Daily*, to introduce the clocks to dealers. 50,000 copies of the insert will be mailed to dealers, along with an ad mat brochure.

Already slated for the fall consumer campaign are color ads in *Good Housekeeping*, *Life*, *Look* and *The Saturday Evening Post*, at least three supplements (*This Week*, *Parade* and *Family Weekly*), co-op newspaper ads and Sunbeam's two NBC-TV shows—"Perry Como Show" and college football games. These are the media Sunbeam uses for its other appliances.

William B. Courtney, advertising manager, said Sunbeam will use an "L"-shaped ad in *The Saturday Evening Post*, using the inside horizontal half of the left-hand page and the bottom strip of the right-hand page.

Mr. Courtney declined to discuss ad figures, but said the campaign would bring about an increase in the over-all Sunbeam budget for 1958, compared with last year. He said the trade ad budget was the largest Sunbeam has ever had for a single product.

The clocks are expected to be in full distribution by August. Test marketing began five weeks ago in West Coast markets, where half-page b&w newspaper ads and radio spots were used. Mr. Courtney said first sales results were good.

Robert P. Gwinn, Sunbeam pres-

ident, said his company's appliance sales are closely allied with the rate of consumption of electricity and noted that the rate is expected to double within the next seven years. He said Sunbeam's first-half sales and profit figures are expected to be off sharply from last year, as a result of inventory cutbacks by dealers. He predicted, however, that 1958 total sales will be close to 1957 sales, based on indications the consumer buying of Sunbeam products is going well.

There are 17 basic models in the Sunbeam clock line—36 variations in color and styling in all. Sunbeam said this is a "compact" line, designed to help retailers stock the full range. Prices range from \$5 to \$35, with most models under \$20.

Perrin-Paus, Chicago, is the agency. #

FTC Takes Automatic Canteen's Consent Decree on Facilities

WASHINGTON, July 2—The Federal Trade Commission today accepted a consent settlement which forbids the Automatic Canteen Co. of America from acquiring additional facilities for the production of vending machines and requires it to dispose of vending machine operations which it acquired as part of a merger completed in 1955.

The order disposes of a complaint issued by FTC last year as an outgrowth of Automatic Canteen's acquisition of Rowe Corp., New York, an important producer of vending machines, and an active vending machine operator.

Under the order Automatic Canteen is prohibited from acquiring additional facilities by merger for ten years, and is required to keep for its own use no more than 50% of the annual output of each type of vending machine produced on Rowe Corp. facilities.

In addition it is required to sell within one year vending facilities operated by former subsidiaries of Rowe in Los Angeles; San Diego; Denver; Louisville; Syracuse; Pittsburgh; Brackenridge, Pa.; Wheeling; Greensburg, Pa.; Aliquippa, Pa., and Uniontown, Pa.

No sale may be made to any officer, director, employe, distributor, agent, subsidiary or any one else otherwise under control or influence of Automatic or any of its officers or distributors, FTC said. #

Norge Names Ballard

The Norge division of Borg-Warner Corp., Chicago, has appointed Howard Ballard sales promotion manager for kitchen appliances. He formerly was director of advertising and sales promotion of Douglas Furniture Co.

Time Buyers Give Candid Replies in NBC Spot Survey

NEW YORK, July 2—NBC Spot Sales' latest survey of time buyers seeks to find out how local radio programming affects their buying decisions, and the relationship between program type and the effectiveness of radio commercials.

This report covers the opinions of 258 time-buying panelists in 203 agencies. As in the previous study, which focused on ratings, the agency men spoke their minds candidly and concisely.

Most of the buyers indicated that they view programming as a most important consideration in the purchase of time, even for a saturation campaign. Nearly nine out of 10 of the panelists said they consider program format as well as ratings when setting up a saturation spot radio schedule.

Practically all of the respondents were convinced that the type of programming surrounding a radio commercial has a definite bearing on the commercial's sales effectiveness.

In analyzing the comments NBC Spot Sales noted three principal ways in which the show format affects a commercial's impact:

1. In creating the mood or setting the proper psychological climate for the message.

Wrote Sam B. Vitt of Doherty, Clifford, Steers & Shenfield: "Programming is to radio what editorial matter is to publications and it is my feeling that the type of either of these, i.e., programming or editorial, has a definite bearing upon a commercial's sales effectiveness..."

2. The nature of the programming tends to pre-select the type of audience an advertiser wants to reach.

This typical comment came from Fred R. Wuellner of Krupnick & Associates, St. Louis: "When you buy print or time, you are buying a market which has the need for your product, money to buy it, and the inclination to make the purchase. This is where the judgment of the buyer is all-important; he must decide whether or not the programming surrounding his commercial is reaching the market he must reach. A commercial's sales effectiveness depends on the compatibility of programming and product."

3. The type of program determines to some extent the degree of conscious or foreground listening it gets.

Said Jack L. Matthews, of Clinton E. Frank Inc., Chicago: "If the adjacent programming is compelling enough to encourage listenership (rather than just create subconscious awareness of the radio being on), the commercials will correspondingly benefit from the attentiveness induced."

The time buyers also were asked which type of station programming they thought would do the best sales job for a product that was used primarily by adults. They were given a choice of three categories:

1. Top 40 tunes—that is, stations primarily featuring current pop tunes with emphasis on the top 40 hits of the day.

2. Standard music and news—stations featuring standard as well as current pop hits.

3. Varied programming—stations carrying interviews, serials, etc., as well as music and news.

Some 49% said they would choose varied programming stations, against 40% for music & news and 5% for top 40 tunes.

Experience Speaks... a report by Chilton

"...long ago we discovered the great value of advertising in providing a favorable climate to create sales..."



JOHN T. MALONEY, Director of Marketing, The Unavis Lens Company, Dayton, Ohio



After graduation from Wabash College in 1934, John T. Maloney was associated for a time with the Agricultural Adjustment Administration, in Washington, D.C. Subsequently he did graduate work at Indiana University. In 1939 he became associated with The Unavis Lens Company in a sales capacity. Following service in the Army Medical Corps in World War II, he rejoined Unavis and, after field sales and management experience, in 1953 advanced

to the position of Sales Manager. In January 1958 he was promoted to the newly created position of Director of Marketing, with broad responsibility for advertising, sales, market research, customer relations, and frame design. We recently had a leisurely talk with Mr. Maloney about the Unavis sales operation and the important part trade publications play in the over-all sales activities. For the highlights of our discussion, please turn the page...

Experience Speaks



"I have often wondered just how our industry would

Q When was The Univis Lens Company formed?

A It was incorporated in 1926—just about a year after an accident which was responsible for our beginning.

Q Univis is the result of an accident?

A Yes, and a rather minor one at that—a pair of glasses accidentally dropped. You see, N. M. Stanley, founder of the company, originally came from England, and once each year he would leave his wholesale optical business here in Dayton to visit friends and family over there. Aboard ship, Mrs. Stanley dropped and broke her glasses. Mr. Stanley took them to an optical shop in England for repair. With mutual interests, it wasn't long before he was talking with the proprietor, who showed Mr. Stanley a bifocal lens of completely new design—one with a straight top instead of the usual rounded one. Mr. Stanley immediately recognized the value of this innovation, and when he returned to this country he brought with him the American rights to distribute and later manufacture the product.

Q What is the position of Univis within the industry?

A We are among the top five volume leaders in the field.

Q You manufacture both lenses and frames, don't you?

A That is correct. We manufacture many types of multifocal eyeglass lenses, also frames for men, women and children.

Q Where do you manufacture these products?

A We have plants in Dayton, Ohio, Westbury, N.Y., and Guayama, Puerto Rico.

Q How do you distribute your products?

A Through distributors of ophthalmic products. In addition we have our own sales organization, operating in every state. We also have sales, stock and service offices in 10 strategically located cities.

Q Just who do your salesmen call on?

A Each man is responsible for sales to our distributors in his particular area. He also works among doctors and dispensers to persuade them to prescribe the Univis product by name.

Q What kind of support have you found most helpful to your salesmen?

A First of all we provide them with planned presentations and sales tools designed to present our products and sales story in the best possible



"Our salesmen and distributors simply can't make all the calls that should be made, and trade magazines must be used to help maintain these valuable contacts."

way in a minimum of time. Second, we work closely with our distributors and their sales personnel. Third, we carry on strong and continuing merchandising and advertising programs tied closely with our distributors' sales work and our sales programs. I'm sure I am not telling you anything new or unique, but long ago we discovered the great value of advertising in providing a favorable climate to create sales and a brand preference for our products.

Q What do you consider to be the most valuable function that trade advertising can perform for your salesmen?

A Offhand I'd say that advertising in the trade press can do two things for them. First, it can introduce a product to a prospect before the salesman ever gets to see him. In this way the prospect is pre-conditioned to accept something we have to sell. Second, it helps our salesmen and our distributors maintain regular brand and product contact with prospects and customers. I don't think that there is any sales force large enough to personally call on prospects and customers as often as they should be contacted—as often as the firm would like to contact them. Our salesmen and distributors simply can't make all the calls that should be made, and trade magazines must be used to help maintain these valuable contacts.

Q Is all of your space advertising confined to trade publications?

A Entirely.

Q Do you feel that trade publications by and large are fulfilling their responsibilities to their respective industries?

A Well, I suppose there are two ways in which they can do a good job. One is from a circulation standpoint and the other one is in assuming leadership from an editorial interest standpoint. It certainly seems to me that at least in recent years our own industry trade publications have been assuming that responsibility very markedly. I don't know whether it is because of an increasing need which they recognize, but the fact remains they are doing it. And of course the greater service they render from the editorial standpoint, the greater their value as an advertising medium.

Q Does a Univis salesman sell both lenses and frames?

A Yes, he does.

Q What story do you tell the distributor—what sales points do you stress with him?

A There are several. First of all we stress quality, for quality in a lens and a frame is highly important. Once ground, a lens represents a sizable investment in time and labor; so it is highly important to the distributor that the finished product be correct and acceptable to the doctor who wrote the prescription. Then, too, we stress the advantages of handling a product that has been presold, like Univis lenses, to the doctors. This means the distributor's salesman does not have to spend his time convincing doctors of the

grow and prosper if it were not for trade magazines”

outstanding merit of Univis lenses. Our distributors sell many products; so it is our objective to make the sale of Univis lenses and frames easy as possible for him. If we do this, he will push our products.

Q What copy themes do you favor most in your trade advertising? Do you stress corporate identity or specific products?

A I believe that any sound advertising campaign helps build corporate identity and is designed

into the layout, illustration and copy of every advertisement. Primarily we use our space to introduce new products and to support the sale of products already in our line. In either case, we very carefully coordinate our advertising and sales efforts. This assures maximum results for our distributors and ourselves.

Q How do you feel on the subject of consistency in advertising?

A We know that unless we advertise on a regular and frequent basis, we cannot possibly realize the results we expect to receive from advertising.

Q Would you say that trade and professional publications are increasing in importance as a sales tool?

A Yes, and primarily, I believe, because of the constant flow of new products. Coupled with direct mail, they provide the only means we have for communication on a regular and frequent basis with our prospects and customers.

Q Earlier you said that trade papers are important not only as a sales tool, but also as a clearing house for industry news and developments.

A Yes I did. I have often wondered just how our industry would grow and prosper if it were not

for trade magazines. Without them we would be dependent upon word of mouth to learn what competitors are selling, what they are pushing, what they are advertising, what they are saying. We would hear but little of the new developments and practices affecting our business. In other words, we would be completely lacking in communication, and marketeers agree that communication is the backbone—the lifeblood—of progress and success in business.

Q In conclusion, is there any other point you would care to make regarding the contribution of trade advertising to the over-all success of your sales effort?

A I believe that one of the reasons trade paper advertising has strength is simply this: the reader, your prospect, is already in a receptive mood. He has made the effort, generally when relaxed, to read what you have to say. Whether or not you succeed in getting the desired action is another matter, but you do start in a favorable environment.

The salesman, of course, uses his skills to develop this initial interest and then moves into his product benefits, etc. It's obvious, isn't it, how the skillful tie-in of trade paper advertising and field sales effort gets maximum results.



Without trade publications, "we would be completely lacking in communication."

Trade and industrial magazines are the all-important link between you and the buying influences you want to reach. They provide the means for reaching your immediate customers and prospects on common ground—at a time when they are most receptive to your sales messages. In this respect they fill a role unduplicated by any other known selling force.

Chilton, one of the most diversified publishers of trade and industrial publications in the country, has the resources and experience needed to make each of 16 magazines outstanding in its field. Each covers its particular field with an editorial excellence and strict control of circulation that assure confidence on the part of both readers and advertisers. With such acceptance goes proportionate selling power.

Chilton

COMPANY

Chestnut and 56th Streets • Philadelphia 39, Pennsylvania

Publisher of: Department Store Economist • The Iron Age • Hardware Age • The Spectator • Automotive Industries • Boot and Shoe Recorder
Commercial Car Journal • Butane-Propane News • Electronic Industries • Jewelers' Circular-Keystone • Motor Age • Gas • Hardware World
Optical Journal & Review of Optometry • Distribution Age • Aircraft and Missiles Manufacturing • Business, Technical and Educational Books

The Editorial Viewpoint . . .

Measurements Needed

As time goes on, it becomes increasingly clear that the greatest single need of the advertising business right now is for an acceptable method of evaluating the effectiveness of advertising impressions in diverse media.

As matters stand at this moment every advertiser must almost literally select the ingredients in his "advertising mix" on a basis of hunch and guess. Every advertiser tends to have a "favorite" medium (which frequently is different from the one the same advertiser favored last year) and to assign his major workload to that medium. Then he uses other media, if he uses them at all, for special assignments and as a supplementary force. Whether the particular media mix which an advertiser has selected is the best possible combination for his use is always open to serious question and endless debate.

True, the advertiser and the media experts in the agency talk knowingly of cost per 1,000 and cost per impression, but the question remains, cost per 1,000 *what*? And cost per *what kind* of impression? At best the answers are nebulous in the extreme.

It is inconceivable that this state of affairs can go on forever. A more scientific method of comparing the effectiveness of various advertising media must be developed and more or less generally accepted by the various fields. Then rate and cost adjustments for various media can be made which will permit advertisers to pursue their individual strategies without too much guessing about basic values.

The task of developing such a measurement is a truly formidable one, and perhaps it is impossible to develop a measurement that will win general acceptance. But the need is so important that the job must be attempted—and not in any half-hearted way.

Here is the kind of over-all industry research problem which seems to us tailor-made for the Advertising Research Foundation, and to which the ARF can bring more resources than any other group. We must urge it to tackle the problem vigorously and forthrightly.

No one expects an early solution, but the job ought to be undertaken on a continuing basis and on an urgent basis. The ARF has already done some important groundwork in this area; it ought to do more, including the exploration of some entirely new approaches to the problem.

Who's Arguing About It?

Talking the other day to a group of Sloan Foundation fellows at the Massachusetts Institute of Technology, we had the curious notion that the "marketing concept" about which we prate so eagerly these days has already arrived, and that the debate over the need for its acceptance by industrial management is an argument over a dead horse.

Almost all of the Sloan fellows in the audience were engineers, and primarily engaged in production pursuits. Yet as we expounded on the importance of marketing, of the customer viewpoint, and of advertising, we got surprisingly little argument.

To these younger men in middle management, at least, it seemed to come as no shock that engineering theory and production processes must bow to the wants and the whims of the consumer. They were perfectly willing to acknowledge the situation and to accept it.

They were somewhat less willing to accept, on faith, all of the unprovable maxims of the advertising business, and they are probably

Advertising Age

Trade Mark Registered

THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. G. D. CRAIN JR., president and publisher. S. B. BERNSTEIN, O. L. BEUNS, J. C. GAFFORD, G. D. LEWIS, vice-presidents. C. B. GROOMES, treasurer.

Published at 309 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 480 Lexington Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 1709 W. 8th St., Los Angeles 17 (DU 8-1179); 703 Market St., San Francisco 3 (DO 2-4994); 520 S. W. Sixth Ave., Portland 4, Ore. (CA 6-2561).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

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Senior editors: Washington—Stanley E. Cohen, New York—James V. O'Gara (in charge), Maurine Christopher (broadcast), Milton Meakowitz (international), Chicago—Emily C. Hall (features), Murray E. Crain, Merle Kingman.

Associates: New York—Charles Downes, Lawrence Bernard, Phyllis Johnson, Chicago—Albert Stephanides, Shirley Ullman, Emmett Curme, John S. Lynch, Betty Cochran, Lawrence E. Doherty.

F. J. Fanning, editorial production. Elizabeth G. Carlson, librarian. Correspondents in all principal cities.

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Jack C. Gafford, advertising director. Gordon D. Lewis, manager sales and service; William Hanus, assistant manager; E. W. Kraft, production manager. New York: Harry Hoole, eastern advertising manager; John P. Candia, David J. Cleary Jr., Louis DeMarco, Daniel J. Long, Alfred S. Reed, Alfred Malecki, B. Richard Weston. Chicago: E. S. Mansfield, Arthur E. Meris, Rod H. Minchin, David J. Bailey, Jack Barnett. Los Angeles: (Simpson-Reilly Ltd.) Walter S. Reilly, James March, Roy Margrave, Wayne Steops. San Francisco: (Simpson-Reilly Ltd.) Daryl James Jr. Portland: (Frank J. McHugh Co.) Frank J. McHugh Jr. Seattle: (Frank J. McHugh Co.) Thomas A. Knowles.

25 cents a copy, \$3 a year, \$5 two years, \$6 three years in U. S., Canada and Pan America. Elsewhere \$4 a year extra. Four weeks' notice required for change of address. Myron A. Hartefeld, circulation director.

Gladys the beautiful receptionist



—Dorothy Gill, Clifford Gill Agency, Beverly Hills, Cal.

"The account exec said the client isn't really dropping us. That new little agency is just their summer replacement."

not willing to accept the notion that they—as engineers and production people—should be satisfied with a minor role in industry and business. But customer-oriented thinking in business? Of course; who's arguing about it?

Promotion for Billboards

It is our notion that the greatest argument in favor of outdoor advertising is its complete absence on the country's burgeoning toll road system.

The monotony of long drives on these magnificent roads is so acute, and the danger of highway hypnosis and suicidal shut-eye so acute, that something will inevitably have to be done to relieve it.

Outdoor advertising, properly regulated and policed, might be one solution. But if this continues to be unacceptable, some other method of preventing eye and brain fatigue will have to be invented.

#

What They're Saying . . .

'Two Awful Letdowns'

Two great failures of advertising preceded and accompanied the present business recession. Neither the new long, high-powered, wing-swept automobile, nor the sack dress, could be sold to the American people. These two awful letdowns unraveled America's first and third biggest industries, disgruntled the customers and temporarily shook advertising's ulcerated self-confidence.

—David Cort in *The Nation*, New York.

'The Heart, Soul, Center'

The department store as we know it today is the child of the original supermarket; a fabulous place where a family could buy almost anything it needed for its comfort, happiness and well-being—anything except food.

The department store remains, despite the revolution in merchandising methods in this age of super highways and suburban living, the community focal point. Ask any of our newspaper friends, and they

will quickly tell you who is their most important advertiser.

Ask the real estate operator what kind of store is the heart, the soul and center of any of today's giant shopping centers.

Ask the political leaders who regulate the traffic, and fix the taxes (and permit the parades) to point out the most important store in town.

The answer is always the same—it is the department store.

—Robert E. Kenyon Jr., president, Magazine Publishers Assn., speaking at the national convention of the National Retail Merchants Assn. in Chicago.

'Thinking' Is the Key

When it comes down to the final word, we at Max Factor & Co. are looking for exactly what *any* company *must* look for in an advertising agency—brains, thinking, creativity. Call it what you will, the actual talent we *must* seek and find is thinking!

—Nelson Gross, advertising director, Max Factor & Co., in a speech before the Hollywood Advertising Club.

Rough Proofs

"Blaming tv ratings for the elimination of a program," says Art Nielsen, "is as illogical as blaming the accountant for closing an unpopular Broadway show."

It's just that the tv program's batting average is better publicized.

Washington newspapers are calling attention to the fact that government workers in the District of Columbia will receive \$60,000,000 in retroactive pay during July.

This is a recession?

"If you think you qualify, send resume and picture," suggests an agency looking for an account executive.

And don't enclose one of your old graduation photos, either.

"Excess facts hinder sound marketing: Weir."

By this uninhibited comment, Mr. Weir has found a sure way to make himself highly unpopular with the country's leading fact-finding organizations.

A Senate subcommittee was advised by the Department of Justice to look into the private brands situation.

If they are well enough advertised to be worth looking into, they have probably ceased to enjoy very much privacy.

Textile World illustrates the changing times by showing a bathing suit of the Gay '90s and that of the streamlined beach beauty of today.

Maybe today's lack of yardage is one of the things wrong with the textile business.

Hotel accountants say their clients are spending more for advertising to counter the efforts of motels and other roadside establishments catering to the motoring population.

And they might note that one of the things the motorist seems to enjoy is lack of tipping in the motels.

"Why, actually, do Chicago men buy clothes?" asks the *Trib*.

Well, some people say it is because their womenfolk push them in the direction of men's wear emporia.

"Don't surrender to Yellow Pages, classified men told."

Maybe newspaper classified could use more of that good promotion put back of the Y. P.

The *Waukegan News-Sun* talks about the sales situation in Waukeganland, an area first made famous by a strolling violin player named Jack Benny.

"P&G has an eye for the ladies," remarks CBS Television Network.

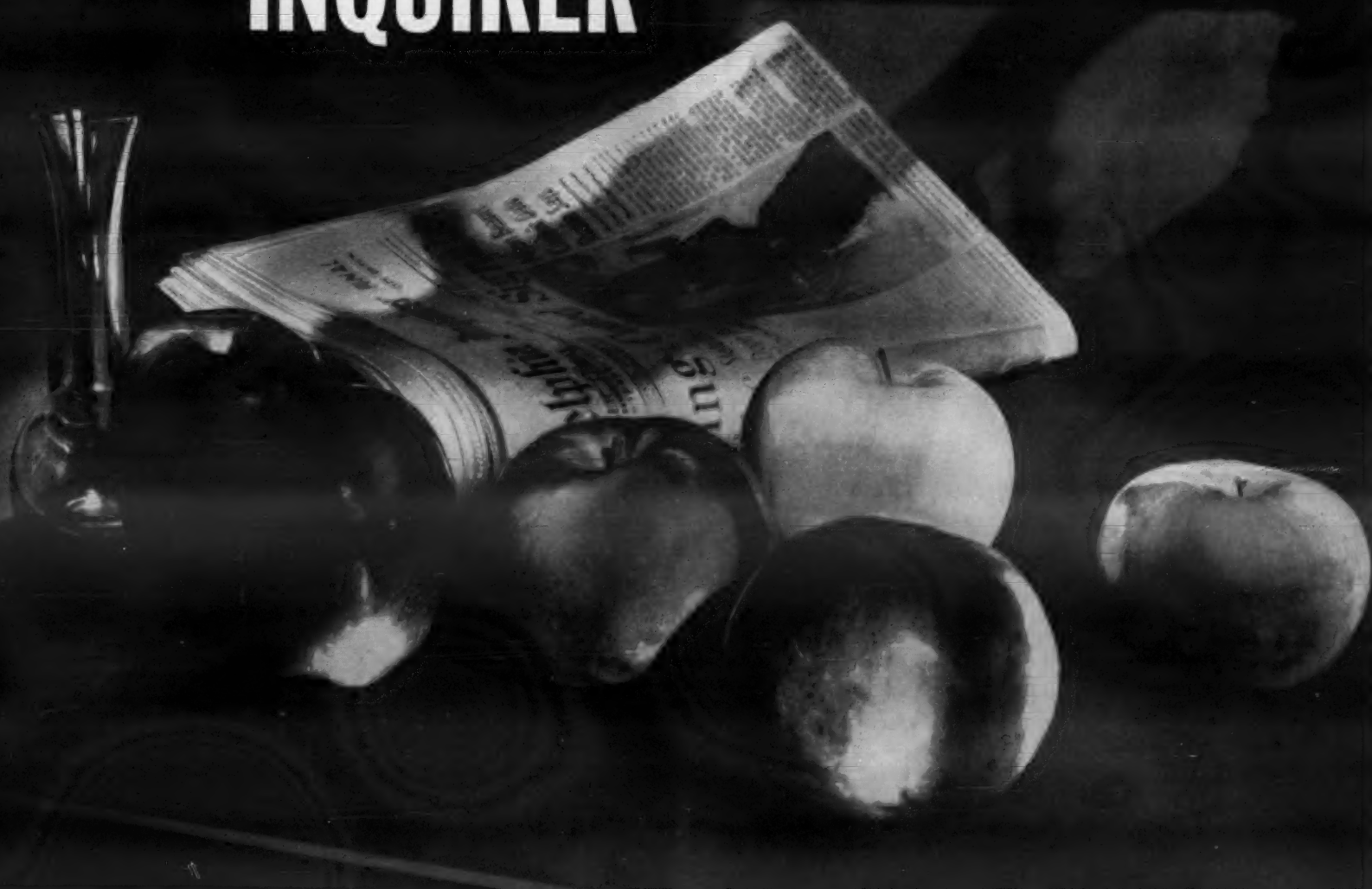
And in spite of the multiplicity of its brands, the ladies have an eye for P&G, too.

Ed Weiss says account shifts are in the nature of the advertising business.

And undoubtedly that's one reason it is so interesting.

COPY CLUB

GOOD MORNINGS BEGIN WITH THE INQUIRER



HEADS AS WELL AS HEARTS get primary attention from The Inquirer's editors. News is published in a distinctive manner . . . so that readers can understand the meaning of important events. Maps, definitions, profiles present the background of significant stories . . . point out

how and why as well as where and when. For The Inquirer's avowed purpose is to aid, inform and entertain its readers. Out of this avowal has grown a firm loyalty to this understanding newspaper and this loyalty is transferred to advertisers in The Inquirer.

The Philadelphia Inquirer

Constructively Serving Delaware Valley, U. S. A.

NEW YORK
ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5898

CHICAGO
EDWARD J. LYNCH
20 N. Wacker Drive
Andover 3-6270

DETROIT
RICHARD I. KRUG
Penobscot Bldg.
Woodward 5-7260

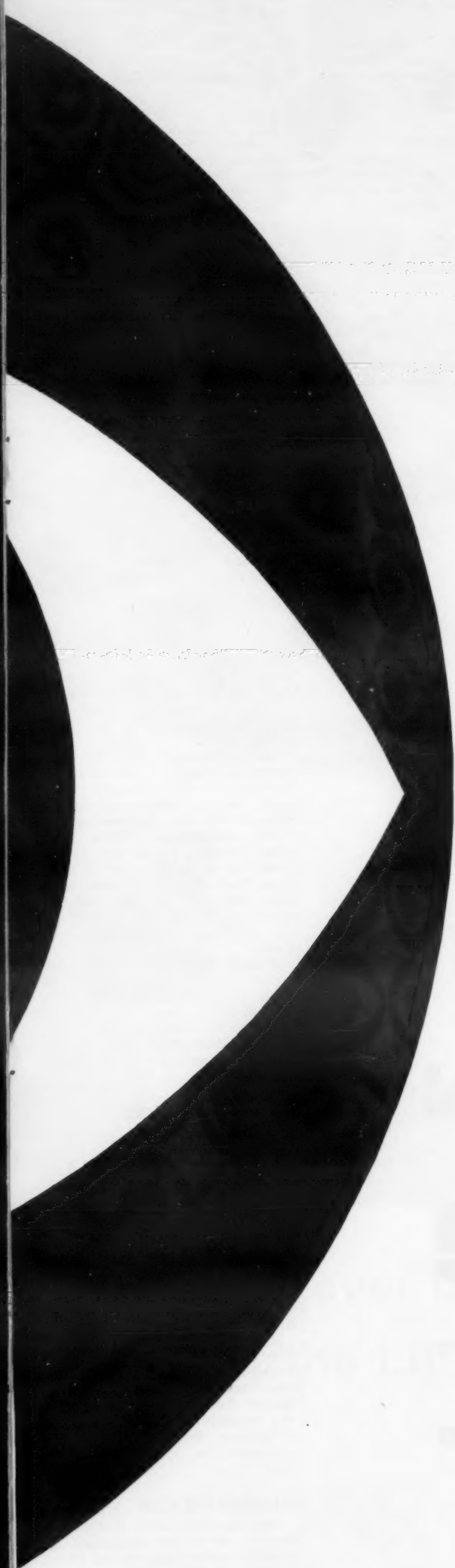
SAN FRANCISCO
FITZPATRICK ASSOCIATES
155 Montgomery St.
Garfield 1-7946

LOS ANGELES
FITZPATRICK ASSOCIATES
3460 Wilshire Boulevard
Dunkirk 5-3557



Delaware Valley, U.S.A. — 14 county Retail Trading Area . . . home of 5,200,000 people . . . Philadelphia is the hub.





Johnson's whole ball of wax is on the CBS Television Network

Starting this Fall, S. C. Johnson will concentrate all of its network television advertising on the network which repeatedly delivers the largest nationwide audiences in advertising.

As the biggest manufacturer of wax polishes in the world, Johnson needs the biggest audiences it can get—and has found them consistently on the CBS Television Network.

For the past three years it has demonstrated the efficiency of its products to an average audience of 27 million viewers, aided and abetted by Red Skelton. In its programming plans for the Fall, it has not only announced the renewal of this popular comedy series, but has *increased* its product-exposure by ordering two additional nighttime programs.*

Johnson underwrites its belief in the effectiveness of network television by committing most of its advertising appropriation to a medium still growing at the rate of *600,000 viewers a month*.

This same confidence accounts for the current wave of renewals by America's leading advertisers on the network which in 70 consecutive Nielsen Reports issued since July 1955, has been credited with the largest audiences in all television.

*"Derringer" and
"Dick Powell's Zane Grey Theatre"

SELL IT* NOW



—FOR IMMEDIATE DOLLAR PROFITS AND TO INSURE CONTINUING LOYALTY TO YOUR BRAND IN ONE OF AMERICA'S MOST IMPORTANT YOUTH MARKETS—THE

***\$10,523,000,000**
MILITARY CONSUMER MARKET



In 1958-59, the purchasing power of the military and dependents will expand again in size and significance. Now is the time to influence and sell this "military city" of approximately 5,000,000 youthful American consumers. Supply their huge and varied demands and win enduring preference for your brand—through the TIMES Armed Forces Publications, the mass-communications media that motivate the massive military consumer market.

Write for the new military market information book—
"MASS SELLING AND SAMPLING TO MILLIONS"

ARMY TIMES PUBLISHING CO.
2020 M Street, N. W. • Washington 6, D. C.

U. S. OFFICES: Boston, Charleston, S. C., Chicago, Dallas, Detroit, Honolulu, Los Angeles, Miami, New York, Philadelphia, San Francisco
FOREIGN OFFICES: Singapore, London, Paris, Rome, Tokyo

Joel Jacobs, 55, Veteran Exec at DCS&S, Is Dead

NEW YORK, July 1—Joel F. Jacobs, 55, a vp and director of Doherty, Clifford, Steers & Shenfield, died June 29 after an operation at Roosevelt Hospital.

Born in Chicago, Mr. Jacobs was graduated from the University of Chicago in 1924. After several jobs in Chicago, he came to New York in 1931 and joined the former Pedlar & Ryan agency as an account executive. He was later made a vp of the agency.

In 1944, when Don Clifford, Francis J. Doherty, Lawrence L. Shenfield, William E. Steers and the late Arthur Cobb Jr. resigned from Pedlar & Ryan to form Doherty, Clifford & Shenfield (which changed its name in 1952 to Doherty, Clifford, Steers & Shenfield), Mr. Jacobs joined the new agency. He became a vp in 1951. In

1956 he was elected a director and made an account supervisor.

In 1954 Mr. Jacobs was foreman of the grand jury investigating the New York department of correction and Manhattan city prison. The jury served until March, 1957.

HAROLD BRADDOCK

MONTCLAIR, N. J., July 1—Harold Braddock, 72, retired public relations counsel for General Electric Co., and onetime chairman of the educational relations committee of the New Jersey Bell Telephone Co., died June 27 at his home here.

Born in Paterson, N. J., he was graduated from Harvard University, and became associate director of the first Red Cross war fund in 1917. During 1918-19 Mr. Braddock was director of the savings division of the war loan organization of the U. S. Treasury Department. While in that post he wrote the first letter ever sent across the Atlantic by air. Addressed to the chairman of the British national war savings committee, it was flown to England by a U. S. Navy seaplane N-C4, which flew from Newfoundland May 16, 1919, to the Azores and then to Plymouth, arriving at its destination May 31, after being delayed by storms.

Following the war Mr. Braddock was with the New Jersey Bell Telephone Co., and from 1943 to 1946 with General Electric in various public relations positions.

ED M. ANDERSON

BREWARD, N. C., July 1—Ed M. Anderson, 52, former president of the National Editorial Assn., composed of 9,000 non-daily newspapers, and publisher of four weekly newspapers in western North Carolina, died here June 24 of a heart attack.

Born in Rockville, N. C., Mr. Anderson attended the University of North Carolina and taught school while deciding between newspaper work and the law. His newspapers—The *Transylvania Times*, *Brevard*; *Courier*, Forest City; *Alleghany News*, Sparta, and the *Skyland Post*, West Jefferson—have won more than 40 state and national awards for news coverage and editorials during the past 14 years.

During World War II, Mr. Anderson represented the small newspaper industry on the War Production Board and was a member of the newsprint committee of the National Production Authority. He served as president of the National Editorial Assn. in 1954-55.

THOMAS L. EMORY

PORTLAND, ORE., July 1—Thomas L. Emory, 76, active in West Coast advertising for a half century, died in a hospital here June 21.

Mr. Emory was born in Baltimore and came to the Pacific Coast in 1905. He was a partner in Hall & Emory Advertising Agency from 1920 to 1922, leaving to establish the original Pacific Coast office of the Bureau of Advertising, ANPA, in San Francisco.

In 1925 Mr. Emory became Pacific Coast manager of Verree & Conklin, and later set up the Pacific Coast office for the Beckwith Special Agency. For 15 years he was manager of the Seattle office of Moloney, Regan & Schmitt. On retirement he returned to Portland.

CHARLES SHEVLIN

PHILADELPHIA, July 1—Charles Shevlin, 87, former supervisor of classified advertising for the *Philadelphia Bulletin* and recently a salesman in the newspaper's classified department, died June 23.

Mr. Shevlin was a *Bulletin* carrier boy at the age of nine. He started work in the *Bulletin's* advertising department in 1916.

Watch the women go buy apparel and accessories—The Oregonian leads Portland's 2nd paper by 68%, because retailers know there's more buying when the selling is done in the newspaper that's as big as all Oregon!

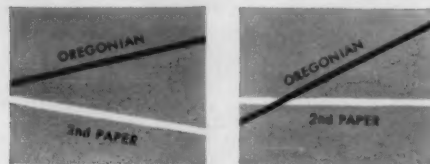
How big is the Oregon apparel market? \$103.4-million annually! That's bigger than the Cleveland market . . . and doubles Atlanta.



WATCH THE WOMEN GO BUY. WATCH THE WOMEN GO BUY.
WATCH THE WOMEN GO BUY. WATCH THE WOMEN GO BUY.
WATCH THE WOMEN GO BUY. WATCH THE WOMEN GO BUY.
WATCH THE WOMEN GO BUY. WATCH THE WOMEN GO BUY.
WATCH THE WOMEN GO BUY!

The Oregonian leads in retail advertising

Sources: Sales Management Survey of Buying Power, May 10, 1958;
ABC Publishers' Statement, 6 months ending Mar. 31, 1958



Largest Circulation Newspaper in the Northwest
231,829 Daily; 295,740 Sunday

Represented Nationally by Moloney, Regan & Schmitt, Inc.



She never used to know how much
the LIFE audience spent...

until she opened LIFE's Study of Consumer Expenditures. Now she knows that 13 issues of LIFE reach the households that spend 79% of all dollars for consumer goods and services. Only LIFE gives you such a productive and consistent audience every single week... households that can make a real difference in your sales, because LIFE makes a real difference in their lives.

FOR INSTANCE...



REPRINTED FROM THE APRIL 7, 1958 ISSUE OF LIFE.

ONLY **LIFE** gives you so much

PHOTO

He used to think art was for high-brows

You'd think when a man got to be my age, he'd know it didn't pay to be pigheaded. But it took LIFE to show me how much I was missing with my "art is for smarties" attitude.

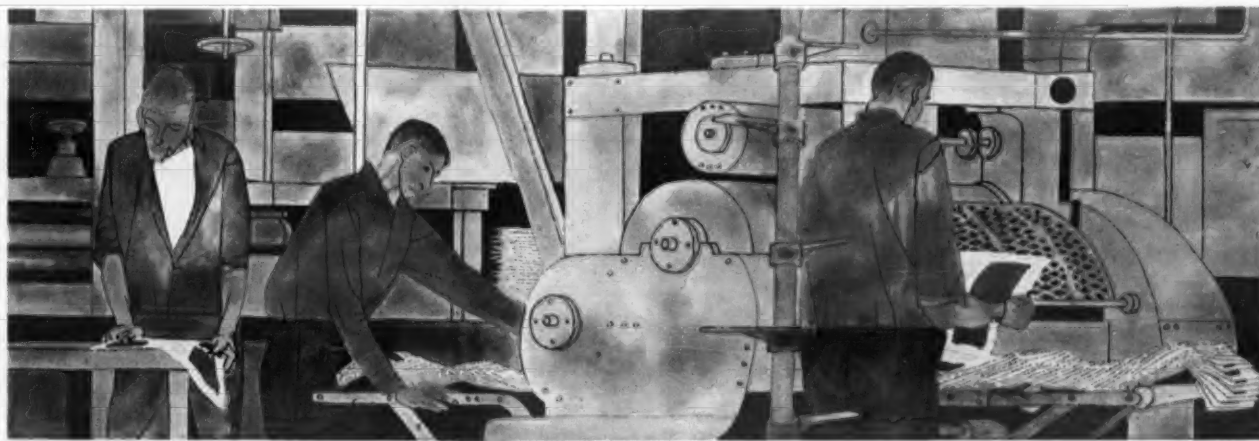
Oh, sure, I knew about the Mona Lisa's smile, but modern art was just a mess of paint to me. I really had the wrong picture before LIFE!

LIFE changed my way of looking at things. Like Picasso. You begin to see what he's getting at when LIFE takes the same subject and shows you what he did with it in painting and in sculpture. His women still give me a chuckle, but he's got a point, and LIFE's pictures make it clear.

That's what I mean about LIFE. It gets you excited and interested. For instance, the LIFE portfolio on the Sistine Chapel. The pictures taken by LIFE's photographer lying on his back—just as Michelangelo did when he painted the ceiling—gave you a better grasp of what the artist was up against and what a magnificent accomplishment it was.

LIFE's color pictures were great, too. I'd say it was next best to being there. Guess you can tell I go for art these days when you see how high my brow is getting.

Sometimes it takes a man a whole lifetime to learn something... sometimes a couple of issues of LIFE open a whole new field of interest. No wonder everywhere you go, everybody's talking about some article in LIFE.



LIFE's art reproductions are masterpieces. Only LIFE has such extensive printing and reproduction facilities. LIFE's 18 four-color presses run at a speed of 1400 feet per minute, 144 hours a week, using 35,000 press plates in a year's time.

Fine quality coated paper—of which LIFE uses 75,000 tons a year for color printing alone—makes LIFE's color repro-

ductions the finest possible. LIFE is a leader in research in printing, in paper, in quick-drying inks and nylon plates.

No wonder art really comes to life for you in LIFE...and no wonder everything appears at its best in LIFE. Only LIFE among magazines provides such a vivid setting for any subject and brings so many subjects home to you.

understanding... so swiftly, so surely

As a result...

LIFE GETS A SWIFT, SURE RESPONSE FROM READERS AND RETAILERS

Advertising in LIFE is the advertising
most often used by retailers for—

1. Store tie-in displays. (LIFE's lead over the
next leading magazine is 4 to 1 by actual count.)

2. Newspaper tie-ins. (Retailers tied in their
newspaper ads with LIFE by 6 to 1 over the
next leading magazine.)

ONLY **LIFE** GIVES YOU
SO MUCH RESPONSE...
SO SWIFTLY, SO SURELY

Manual for TV Producers Will Be Published Sept. 1

NEW YORK, July 1—International Screen Production Handbook Inc. has been established at 507 Fifth Ave.

The company will issue a handbook around Sept. 1 which will provide much vital information needed by the sponsors, producers and directors of live, filmed or taped tv programs and commercials; theatrical and non-theatrical motion pictures, trade shows, exhibits, conventions and other traveling business attractions.

The manual section of the book will contain civic information about each of the 24 producing centers in the U. S., four in Canada, and one each in Cuba, Mexico and Puerto Rico. This will include descriptions of the location sites available for filming or video tape recording and the names of the authorities from whom photographic permits and police assistance are obtained.

■ It also will contain data about theaters, arenas and convention halls; the working rules and wage scales for all production crafts and performers in each center, and the names, addresses and telephone numbers of vendors, production personnel, performers and business agents for all the crafts involved in production.

John E. Allen is general manager of International Screen Productions Handbook Inc. #

Davidson Scholarship Given

The first \$1,000 annual scholarship offered by Davidson Publishing Co., Duluth, Minn., through the University of Minnesota's journalism school has been awarded to Mary Ann Dietrich, an honor student from Green Bay, Wis. The scholarship program is intended to stimulate interest in business publications.

Peters Paint to Toledo Agency

Beeson-Reichert Inc., Toledo, has been appointed to handle the advertising account of Peters Co., a division of Toledo Paint & Chemical Co. The agency will prepare all national advertising, promotion and publicity for a new Peters paint. National consumer magazines and newspapers will be used.

Rexall Appoints Johnson

Fred W. Johnson has been appointed to the new position of director of public relations and public services of Rexall Drug Co., Los Angeles, and its divisions and subsidiaries. Mr. Johnson was formerly executive director of the California Republican State Central Committee.

Japan Enters U.S. Car Field

The Japanese will enter the U.S. car market in July when Toyota Motor Co., Tokyo, will market its line of Toyopet cars. An advertising campaign for the new cars will be launched in August with a page b&w ad in *Motor Trend*. Hixson & Jorgensen, Los Angeles, is the agency.

Sullivan Joins WSOC

Henry Sullivan has been named general manager of WSOC, Charlotte, N.C. He previously was assistant general manager and sales manager of WSGN, Birmingham, Ala.

Seberhagen Is Art Director

Ralph H. Seberhagen has been appointed an art director in the Minneapolis office of Campbell-Mithun. He previously was senior art director and group head of Benton & Bowles, New York.

1671 fact-finding offices get you

Information

Are you aware of the vital marketing data *Western Union Survey Service* can get for you *fast*, at attractively low cost?

For example: Do you want to know how familiar homemakers are with your product brand? Do you wish to have accurately researched and classified lists of special groups of people prepared? Would the facts about the number of two-car families help you make marketing decisions?

Whatever your questions, put them to Western Union with the sample you want surveyed, where and when. Experienced interviewers in our nationwide network of offices will *get the answers* for your analysis . . . impartially, accurately, in one or many markets.

Get full information without cost or obligation—*fast!*

WIRE COLLECT:

Western Union Special Services Division
60 Hudson Street, New York, New York.

**WESTERN
UNION**

**SURVEY
SERVICE**

Put trained personnel in 1671 Western Union offices to work for you!

Schaller Appoints Hogan

Matthew J. Hogan has been appointed an account executive of

William Schaller Co., West Hartford, Conn. Mr. Hogan will continue his work in the advertising and sales promotional fields, representing the agency in new customer sales and services.

staff of the magazine's Cleveland office. He replaces James G. Miller, now advertising manager of *Newsweek's* San Francisco office.

'Newsweek' Shifts Nickenig

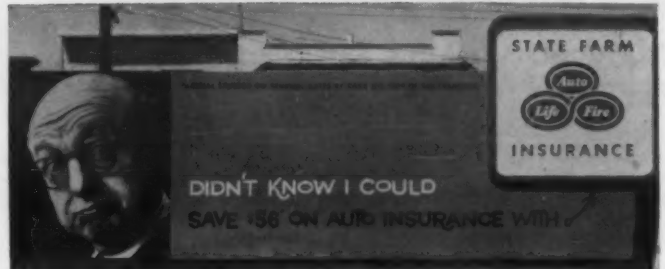
Charles F. Nickenig, formerly western advertising manager of *Newsweek's* international editions, has moved to the domestic sales

'Family Weekly' Boosts Hussey

William V. Hussey, formerly assistant eastern advertising manager of *Family Weekly* in New York, has been promoted to eastern advertising manager. He succeeds T. Ran Watkins, who resigned.

MAKE 'EM LAUGH!

Friendly prospects buy quicker. Make yours laugh with the "Let's Have Better Mattoes" monthly mailings. Unusual — effective — economical — exclusive. Write for details on your business letterhead.
FREDERICK E. GYMER
 2123 E. 9th St., Cleveland 15, O.



REALISTIC—A technique which permits reproduction of photographs up to 300 times original size is used on this painted bulletin for State Farm Insurance Co. The bulletins are rotated by Foster & Kleiser Co. in San Francisco and Los Angeles areas.

Jaqua Adds New Accounts

Jaqua Advertising Co., Detroit, has been named to handle advertising and merchandising for Peterson Window Corp., Ferndale, Mich. The agency's Detroit office also has been named to handle Dietz Sales Assn., Detroit, distributor of Dek-Tronic ignition systems.

Mears Joins Henlein Bros.

Charles M. Mears, formerly assistant director, advertising and sales promotion, Philip Carey Mfg. Co., Lockland, O., has joined Henlein Bros. Co., Cincinnati, men's shirt manufacturer, as advertising and sales promotion manager.

Malone Promotes Ruth

Norman Malone Associates, Akron, O., promoted Richard J. Ruth to account executive. Mr. Ruth, formerly on the copy staff of the Malone agency, succeeds Harold P. Drake, who resigned to enter business in his home town of Rome, N. Y.

Mossman Gets NOFA PR Post

John E. Mossman, president of Desks Inc., New York, and until April of this year president of the National Office Furniture Assn., has been appointed public relations chairman of NOFA.

'Puck' Adds Two Dailies

Puck—The Comic Weekly has added the *Miami Herald* and the *Charlotte Observer*, both Knight newspapers, to the list of 26 newspapers which distribute it, effective Sept. 7.

Jackson Joins WMBD-TV

Samuel F. Jackson has joined WMBD-TV, Peoria, Ill., as national sales manager. Formerly, Mr. Jackson was with the tv sales department of Avery-Knodel Inc., New York.



You can sell it everyday in The Cleveland PLAIN DEALER

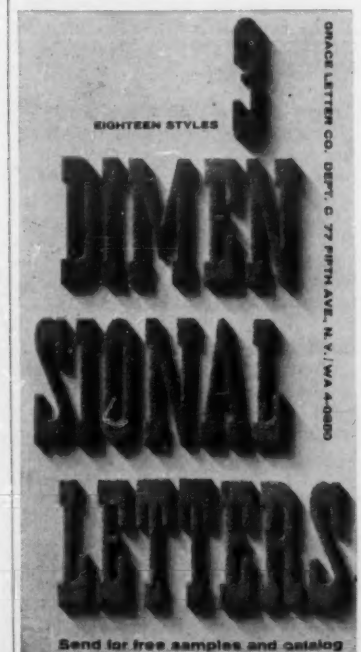
The only Cleveland Newspaper that sells the city and the 26 adjacent counties

Here's how the Cleveland Market sells 4½ billion dollars

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES*			
COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	\$2,336,394	\$2,030,071	\$4,366,465
Retail Food Sales	589,775	510,796	1,100,571
Retail Drug Sales	88,498	55,405	143,903
Automotive	435,242	430,796	866,038
Gas Stations	146,580	176,027	322,607
Furniture, Household Appliances	125,120	104,022	229,142

*Akron, Canton and Youngstown's Counties are not included in above Sales.

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.



Send for free samples and catalog

Unites

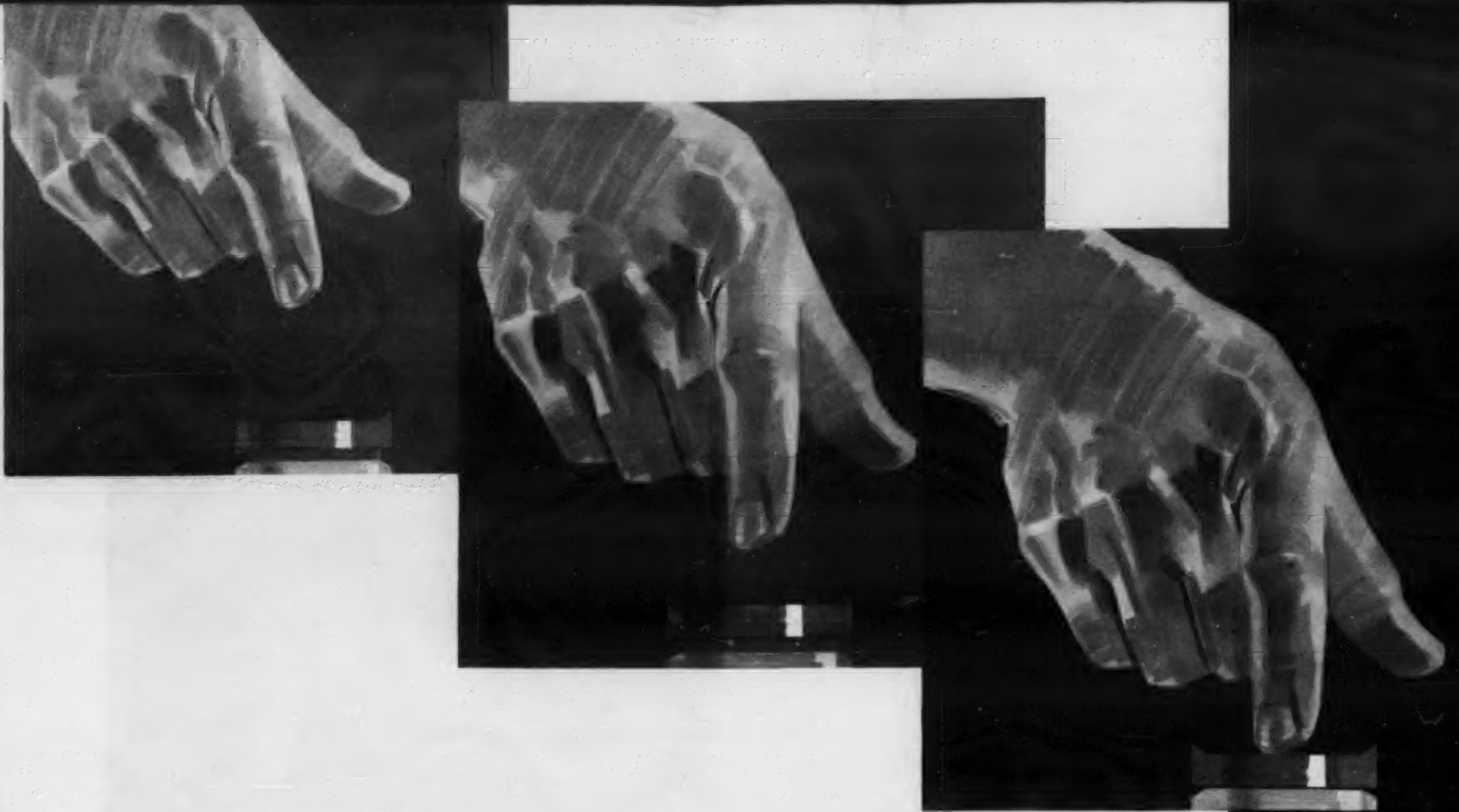
Top management across the U.S. joins in reading *The New Yorker* every week. These readers are V.I.P.'s and they congregate in the primary trade areas across the nation. In fact, over 2,000 directorships in leading corporations and institutions are held by subscribers to *The New Yorker*.*

*A national magazine that sells the people other people follow.



THE
NEW YORKER

New York, Chicago, San Francisco, Los Angeles, Atlanta, London



The countdown complete on July 7, **MISSILES AND ROCKETS** is launched as a weekly. Outstandingly successful on a monthly frequency, **MISSILES AND ROCKETS** changed to a weekly to serve the growing needs of the rising missile market.

The first independent magazine of its kind, **MISSILES AND ROCKETS** offers you . . .

- THE LARGEST EDITORIAL STAFF EXCLUSIVELY DEVOTED TO SERVING THE MISSILE MARKET
- THE LARGEST MISSILE CIRCULATION IN INDUSTRIES SERVING THE MISSILE MARKET
- THE ONLY WEEKLY DEVOTED TO THE MISSILE MARKET

Missile experts write specifically for the missile men in a market now inhabited by many industries. Aircraft companies build missile frames and prime systems . . . Automobile companies are building missile systems . . . electronic companies are developing guidance equipment . . . and tire companies are manufacturing rocket engines! You can reach the new missile man (circulation over 24,000) every week in **MISSILES AND ROCKETS**. For further information, contact our nearest regional office.

New York: 17 East 48th Street—Plaza 3-1100 • Chicago: 139 N. Clark Street—Central 6-5804 • Cleveland: 1422 Euclid Avenue—Prospect 1-2420 • Detroit: 201 Stephenson Bldg.—Trinity 5-2555 • West Coast: 8943 Wilshire Blvd., Beverly Hills, Calif.—Bradshaw 2-6561 • Toronto, Canada: Allin Associates, 12 Richmond Street, East—Empire 4-2001 • Montreal Canada: Allin Associates, 1487 Mountain Street—Victor 5-6898 • Geneva: 10 Rue Grenus, Geneva, Switzerland • London: The AAP Company, 18 Drayton Road, Boreham Wood, Hertfordshire, England, Cable Address: Stevair, London • Paris: 11 Rue Condorcet, Paris (9E) France—TRU 15-39

MISSILES AND ROCKETS

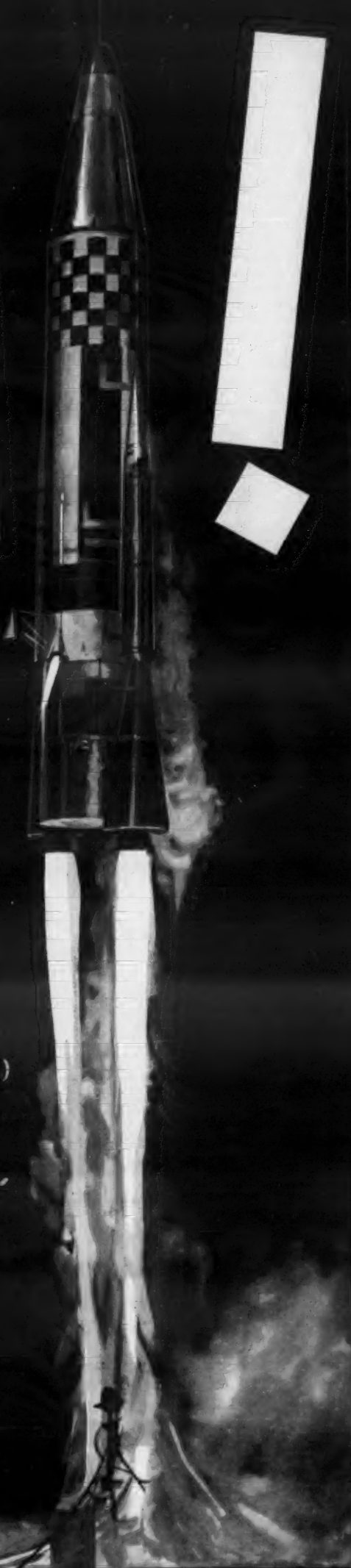
AMERICAN AVIATION PUBLICATIONS, INC.

World's Largest Aviation Publishers

1001 VERMONT AVENUE, N.W., WASHINGTON 5, D.C.

NOW!

**MISSILES
AND
ROCKETS
IS
PUBLISHED
WEEKLY**



Philadelphia Produces Another Franklin— Gray & Rogers' Jones Rivals 'Poor Richard'

PHILADELPHIA, July 2—It is possible that the most quoted epigrammatist in America is a partner in an advertising agency.

He's Franklin P. Jones, who in the past 11 years has written more than 14,500 pungent, sparkling paragraphs and seen them published in a variety of magazines, picked up by columnists and commentators, and used in various forms of reminder advertising—from wall plaques to diaries.

And 210 of his columns, or some 1,260 paragraphs, have appeared in *The Saturday Evening Post* under the heading, "Put It This Way."



Franklin Jones

But Mr. Jones is a fulltime adman, a partner and vp of Gray & Rogers and co-head of the agency's public relations department; he supervises 18 corporate accounts.

Many of Mr. Jones' comments have been reprinted in *Reader's Digest*, others appear in *Quote*, and all have a strong appeal for the retailer of wit.

Some of his friends think Frank Jones is more widely quoted in America than William Shakespeare.

But advertising is a fulltime job. Mr. Jones sometimes puts in 48 hours at a stretch at Gray & Rogers, taking an occasional catnap in the process. He edits all the releases on the accounts under his wing, and he rides herd on a staff of poets, novelists, short story writers and humorists.

He was an editorial writer for

the old *Philadelphia Record*, and some of the material he produced then now appears as editorials in the public relations advertising of some Gray & Rogers clients.

He figures he averages about 3½ creative epigrams a day, including Sundays, an arithmetical average ignoring the steady flow of jokes, metaphors and similes, puns, anecdotes, frivolous definitions and verse which pour out of his typewriter.

Mr. Jones is not only a fast man with an epigram, he is a furious producer. Part of his technique consists of polishing his torrential (and profitable) output. He carries a piece of paper around with him, jots down ideas as they come during the day, whittles and polishes them into finished form.

Also, certain reliable approaches are used. One is the combined adage: People who bark up the wrong tree seldom get out of the woods.

Or the substitute word: Never

He put it this way

A random selection of paragraphs by Franklin P. Jones

- Children are people who haven't lived long enough to want to stay that way.
- A little knowledge is not so dangerous as the man who has it.
- Granted that woman does have the last word—when is she ever going to get it?
- Women are always taking advantage of men. They say yes.
- A gentleman never borrows a lawn mower that is too heavy for his wife to push.
- Some men are born with a will of their own. Others marry one.
- It takes a bright child to make

- his parents believe in heredity.
- The man whose ship comes in usually finds most of his relatives at the dock.
- The trouble with some marriages is that both husband and wife are in love with the same woman.
- Tolerance is pretending that opinions in disagreement with yours aren't nonsense.
- Yes, speech is free in this country. And most of it isn't worth any more.
- The easiest way to get rid of weight is to leave it on the plate.

change babies in midstream.

Or a sudden madcap twist: Anybody who is well balanced and happy these days should see a psychiatrist.

"Put It This Way" is now 12

years old in the *Post*. It has been "a prestige thing" for adman Jones; clients and prospects have been known to goggle and say, "Are you the Franklin P. Jones?"

The Franklin P. Jones, despite his long working hours, likes the early morning. He starts early to Philadelphia from his Main Line home in Wayne, where he lives with his wife and three children—Nancy, 20, David, 17, and Eric, 13.

The early bird catches the word?—Ed.

Admen Elect Clement

W. W. Clement, public relations manager, American International Insurance Groups, New York, has been elected president of the Insurance Advertising Conference. Other officers elected are J. Kenneth Cagney, advertising manager, Hartford Fire Insurance Co., vp, and T. Ramsey Taylor, assistant vp, Fidelity & Guaranty Co., secretary-treasurer.

Y&R, Toronto, Gets Dristan

Whitehall Pharmacal Ltd. has appointed Young & Rubicam Ltd., Toronto, to handle Canadian advertising for Dristan tablets, a new sinus proprietary. The agency already handles Canadian advertising for Anacin, Kolynos and BiSo-Dol for Whitehall, a division of American Home Products Corp.

Wilkin Joins Byer Agency

E. Ray Wilkin has joined Byer & Bowman Advertising Agency, Columbus, O., as an account executive. He formerly was with Western Advertising Agency, Racine, Wis., in the same capacity.

Madsen Joins WLS

Arch L. Madsen has been named assistant to Glenn Snyder, vp and general manager of WLS, Chicago. Mr. Madsen formerly was general manager of Sponsor.

Consolidated Agency Adds 1

Continental Electronics Corp. of California, manufacturer of tv replacement tubes, has appointed Consolidated Advertising Directors Inc., Los Angeles, as its agency.

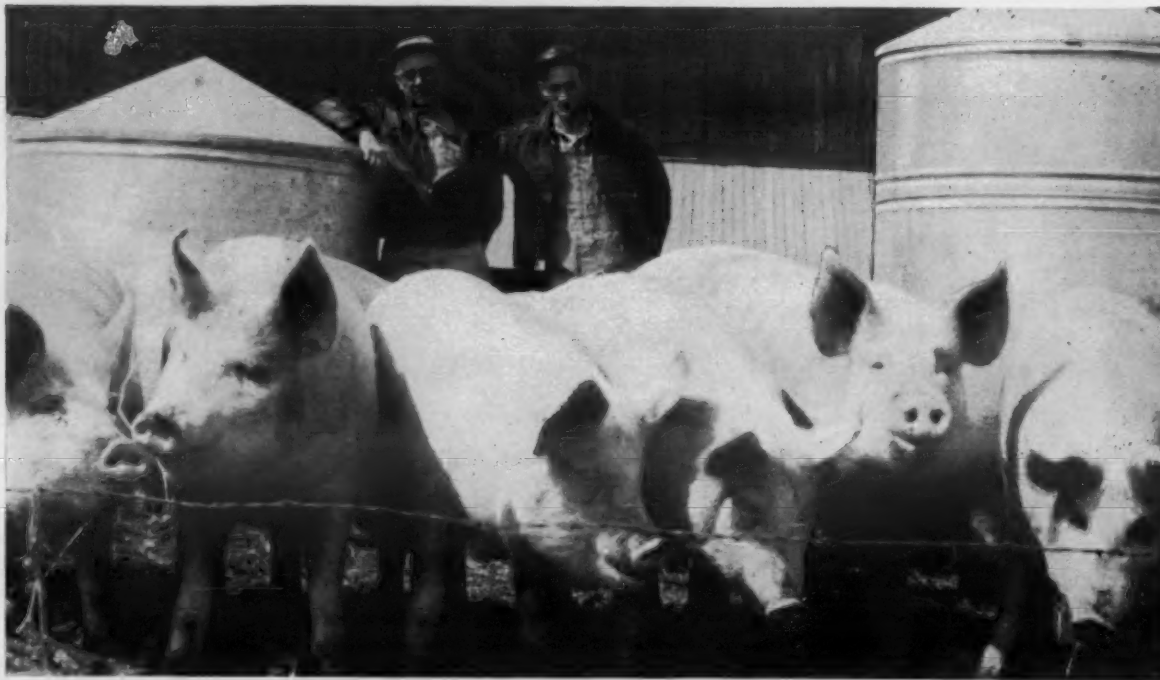
Who in the world buys 4-1/3 hammers?

That versatile Home Craftsman reader. Being a roofer, plumber, electrician, or whatever his next job calls for, he is many home experts in one. Naturally, he buys many more tools—4½ hammers, 9-9/10 screw drivers, 20-1/10 wrenches, 4½ motors, and other tools galore. Every issue of Home Craftsman sends him on new projects buying new tools and materials. You and your dealers can profit from our up-to-date market data on these multipurpose buyers.

Write now to
115 Worth St.
New York 13

home
CRAFTSMAN

IOWA IS BUYING! This year the world's biggest farmers will take in 750 million dollars from hogs...



There's a third partner in the picture

Father and son team of Harry and Dale Newman, Martelle, Iowa, produce 1,000 hogs a year. They operate a solid, efficient unit—the kind you'd like to invest in if they sold stock.

The third partner in the picture is *Wallaces' Farmer*. The Newmans look to *Wallaces' Farmer* first and last for the information they must have to keep their business growing. Both in the editorial pages and in the ads, if it's in *Wallaces'*, it has a head start with the Newmans.

Next Split-Run Readership Study, September 20th issue. Next Starch Readership Study, October 18th issue.

and the biggest slice of this will be spent on products advertised in *Wallaces' Farmer*...will you be there?

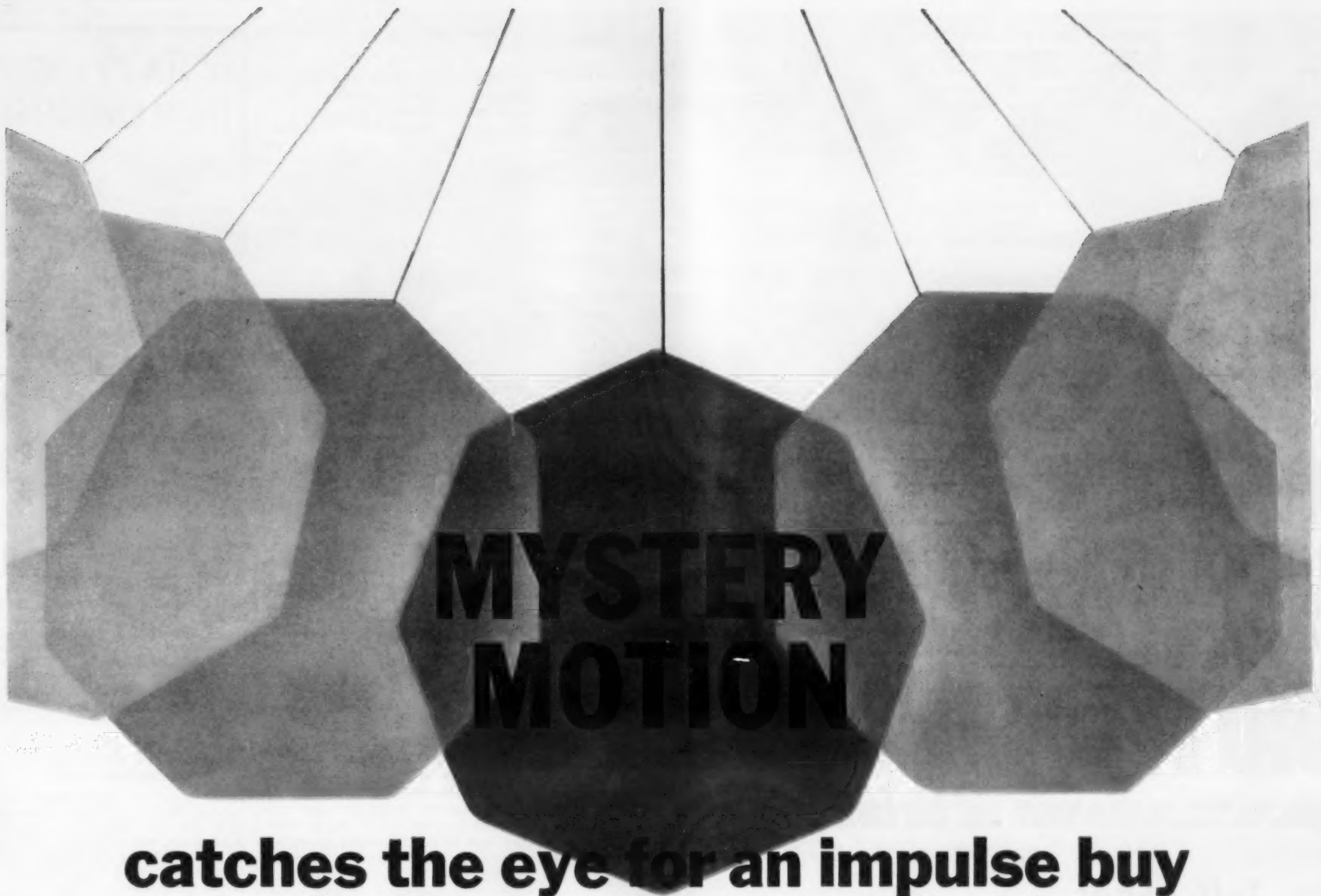
Iowa's 750 million dollar-plus bankroll from hogs places it first in the Nation. This is spendable income to the world's biggest farmers—part goes for raising more pork—part goes for better living—more is spent on products advertised in *Wallaces'* than any other publication.

Iowa State College surveys tell us why.

IOWA FARMERS PREFER WALLACES' FARMER BY 4 TO 1! No other publication comes close. Invest your precious advertising dollars where the influence is.

WALLACES' FARMER
and Iowa Homestead
Des Moines, Iowa

Member of
MIDWEST FARM PAPERS
36 E. Wecker Drive, Chicago 3
Central 6-3407
250 Park Avenue, New York 17
YUon 6-0284
West Coast Representative
Townsend, Millap & Co.
110 Sutter St., San Francisco 4
159 S. Vermont, Los Angeles 4



catches the eye for an impulse buy

A motion display, simple and versatile, and yet so unusual that it compels consumer attention

- **SELF CONTAINED** — slips out of carton ready to use — no installation or set-up instructions necessary.
- **COMPACT** — Needs little space — fits on a shelf, on counter, in window, on back of bar.
- **LONG LIFE** — runs on one flashlight battery for three weeks. Just slip in new battery for additional three weeks.
- **CLEVERLY ENGINEERED** — No frictional contact to wear out — Moving panel suspended on fine nylon threads gets impetus from magnetic field.
- **FLEXIBLE** — affords the opportunity to use design for any application of the pendulum motion.
- **NOVELTY VALUE** — salesmen's demonstration gets interest and cooperation from dealers because it is new and clever!



The Polaroid Land Camera display designed for tight space requirements of photographic stores. Double arrows move continuously from right to left dramatically emphasizing the 60 second feature.

Let our representative arrange a demonstration of mystery motion and other new ideas.

EINSON-FREEMAN CO.

STARR & BORDEN AVENUES, LONG ISLAND CITY, N.Y.

Sales Offices in Detroit (2075 Penobscot Bldg.), Chicago (166 E. Superior St.), and Los Angeles (470 S. San Vicente Blvd.)

Marketing Award to Bayton

Dr. James A. Bayton, professor at Howard University, has received the annual Alpha Kappa Psi award for the most outstanding article to appear in the *Journal of Marketing* during the fiscal year ending June 30. The winning article, "Motivation, Cognition, Learning—Basic Factors in Consumer Behavior," appeared in the January, 1958, issue.

McCann Sets Cuba PR Unit

McCann-Erickson de Cuba, Havana, has established a public relations department under the direction of Dr. Antonio Fernandez Travieso, author, ex-psychology teacher and onetime Guggenheim Foundation scholarship winner. In addition to his new duties, he will continue as an account executive on the Gillette account.

Konsterlie Joins Knox Reeves

Paul Konsterlie has joined the creative department of Knox Reeves Advertising, Minneapolis, as an art director. Mr. Konsterlie was formerly with Kerker, Peterson, Hixon, Hayes, Minneapolis, as an art director.

Wiggins Joins Herbert Baker

John S. Wiggins has joined Herbert Baker Advertising, Chicago, as marketing vp. Formerly Mr. Wiggins was vp and account executive of H. W. Kastor & Sons Advertising, Chicago.

Leather Group Sets Autumn Shoe Drive in Four Magazines

NEW YORK, July 1—The industry lineup for the fall shoe campaign of the Leather Industries of America will include more than 50 shoe manufacturers and 16,000 shoe retailers—the largest number of participants since LIA started its plan three seasons ago.

Four separate promotions are planned: A color spread in the September *Parents' Magazine*; a color spread in the September *Seventeen*; a color page in the September *Glamour*; and a four-page section in the October *Esquire*.

The *Parents' Magazine* spread will be an editorial-style ad featuring an article by a foot specialist, headed "Don't Neglect Your Children's Feet." Participating manufacturers are American Juniors, Curtis-Stephens-Embry, Eby, Five Star, Gilbert, Herbst, Inter-

national Shoe, Moran, and Simplex Flexies.

The *Seventeen* ad will be headlined: "9 a.m. to 9 p.m.—young and modern leather shoes take you there . . . beautifully." The shoes of 10 manufacturers—in varied styles for different times of the day—are superimposed on a huge clock face. The manufacturers are Cobblers, Connies, Cotillion, Dream Step, Golo, Jolene, Ki-Yaks, Mannequin, Petite Debs and Skooters. "You're at leisure in leather," will be the theme of the four-page ad in *Esquire*. The b&w introductory page, pointing out what is new in men's shoes, will be followed by three color pages, one each devoted to shoes for dress, business and casual wear. Manufacturers include Allen-Edmonds, American Gentleman, Bostonian, Bristol, City Club, Crosby Square, Freeman, Jarman, Kingsway, Massagie, Portage, Rand, Stacy-Adams, E. E. Taylor, Winthrop and Yorktown.

The *Glamour* ad, not part of the co-op plan, will promote leather shoes in general, with no manufacturers featured. "The unbroken line leads to leather shoes" will be the theme. Five of the season's newest shoe silhouettes will be shown in color in varied leathers, along with b&w sketches of the new apparel silhouettes for which the shoes were designed.

For each promotion, LIA is planning merchandising kits and nationwide publicity programs. The merchandising kits will include point of sale displays, ads, window and interior layouts, radio and tv spots, news releases and fashion forecasts. LIA will provide the kits to participating manufacturers for distribution to their accounts.

Peck Advertising is the agency. #

Botsford Adds 1, Names Warner

Botsford, Constantine & Gardner, Portland, has been named to handle advertising for the State of Oregon. The agency also has named Paul Warner, formerly sales promotion director of Macy's department store in San Francisco, to its Portland staff as an account executive. Mary Keaveney, formerly with Doherty, Clifford, Steers & Shenfield, New York, has joined Botsford's San Francisco office as assistant to the media manager.

IT HAPPENED IN MEMPHIS!

by Bert Ferguson
Exec. Vice-President,
WDIA



It didn't take the Hidden Persuaders and Motivation Research boys to discover: THE MEMPHIS MARKET IS DIFFERENT!

And unless you know a few pertinent facts, you may be missing high volume sales in 40% of this great and growing market! This 40% consists of the Negroes in the Memphis market area.

**FACT NO. 1:
THIS 40% IS SOLD ON WDIA!**

Low Negro newspaper and magazine readership and low percentage television ownership among Negroes mean that you can't reach the Negro with these media.

WDIA, only 50,000 watt station in the area, programs exclusively to Negroes. This unmatched personal appeal commands the Negro's loyal, sales responsive listenership. He firsts listens to WDIA—then buys the products advertised on his station! Result: WDIA literally delivers this market to you—as a unit!

**FACT NO. 2:
THIS 40% SPENDS 80%
ON CONSUMER GOODS!**

Let's translate percentage into figures. WDIA reaches—and sells 40% of the Memphis market. And, there are 1,237,686 Negroes in WDIA's listening pattern. The largest market of Negro consumers in the entire country!

What's more, these Negroes spend, on the average, 80% of their income on consumer goods! And last year, that income added up to an overwhelming \$616,294,-100 total!

The Memphis Negro is buying more consumer goods because he has a higher comparable income than Negroes in any other area in the whole country. He plays a vital role in the Memphis area's booming economy. In a 129-city survey by one of the country's largest corporations, Memphis ranked first in ratio of total Negro to total white income. The Memphis Negro earned \$28.79 for every \$100 of white income. Compare this with \$6.59 for every \$100 in New York . . . \$8.22 for every \$100 in Philadelphia!

**FACT NO. 3:
THIS 40% BUYS QUANTITY . . .
AND BUYS QUALITY!**

Last year, Negroes in the Memphis market bought 63.7% of the cooked cereals sold in Memphis . . . 41.6% of the bread . . . 54.5% of the deodorants . . . 48.7% of the salad dressing!

WDIA consistently carries a larger number of national advertisers than any other station in Memphis. It's an impressive list, including such year-round advertisers as: CARNATION MILK • KRAFT MAYONNAISE • BAYER ASPIRIN • ESSO STANDARD OIL COMPANY • LIGGETT AND MYERS TOBACCO COMPANY • NATIONAL BISCUIT COMPANY • WILDROOT CREAM OIL • WRIGLEY'S SPEARMINT CHEWING GUM.

WDIA—and WDIA alone—sells the Memphis Negro market. WDIA can wrap up this high volume market for you—in one neat package!

Write us today for facts and figures. Let us show you how WDIA can be a high-powered selling force for you—in this big buying market!

WDIA is represented nationally by John E. Pearson Company

EGMONT SONDERLING, President
HAROLD WALKER, Vice-President, Sales

**THE SOUTH BEND TRIBUNE ANNOUNCES
BIG NEW DISCOUNTS**

Talk about Flexibility...

The South Bend Tribune's new general advertising rates offer advertisers new flexibility. Select the contract that suits your needs — and saturate Indiana's 2nd market with only one newspaper, the South Bend Tribune.



NEW BULK DISCOUNTS: You enjoy contract discounts whether you run 500 lines or 100,000 lines in a contract year.

NEW FREQUENCY DISCOUNTS: Whether your frequency is 10 weeks or 50 weeks in a contract year, you benefit from reduced contract rates.

NEW PRE-SELL, HARD-SELL DISCOUNTS: Earn an additional 20% discount in the South Bend Tribune Sunday Magazine by running a schedule in the daily South Bend Tribune.

Color

Black and three colors are available daily and Sunday—1,000 line minimum.

FOR DETAILS, CONTACT YOUR NEAREST STORY, BROOKS & FINLEY REPRESENTATIVE, LISTED BELOW, OR WRITE US.

- New York City—New York Central Bldg.
- Philadelphia, Pa.—Fidelity-Phila. Trust Bldg.
- Chicago, Ill.—Prudential Bldg.
- Los Angeles, Cal.—1651 Cosmo St.
- Cleveland, Ohio—1900 Euclid Ave.
- Atlanta, Ga.—933 Healey Bldg.
- Boston, Mass.—Statler Bldg.
- San Francisco, Cal.—703 Market St.
- Miami, Fla.—200 S. Miami Ave.
- Detroit, Mich.—1775 Penobscot Bldg.

*Effective Sept. 1, 1958

The South Bend Tribune

Franklin D. Schurz—Editor and Publisher



The South Bend, Ind. Market: 7 Counties, 1/2 Million People



"GEE! THIS TOOTH PASTE TASTES GOOD!"

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE" in your Chicago sales with

WGN-TV
Channel 9—Chicago



Win a woman's confidence...

and
the
rest
is
easy!



There's good reason why more than 12,350,000* readers have complete confidence in Good Housekeeping. It's the only magazine that investigates the products it advertises... checks the claims made for those products... and then guarantees replacement or refund of money if the product doesn't perform as advertised therein! The unique climate of confidence this policy creates surrounds all the advertising in Good Housekeeping. Isn't this the kind of climate you want for your advertising... and to stimulate your sales?



Good Housekeeping
A HEARST MAGAZINE

CREATES A CLIMATE OF CONFIDENCE FOR YOUR ADVERTISING

*LOOK—Politz Study

\$6,636

is the
median income

of 1,204,117 **Elks**

THE **Elks** MAGAZINE

New York Los Angeles
Portland, Ore. Chicago

A good reason for this high income figure—37% of the heads of ELKS Magazine households are officials and proprietors of business. In this classification of the Starch 52nd Consumer Magazine Report, the ELKS is far ahead of other magazines surveyed.

Furthermore, the Starch Report proves that Elks are a top market for every type of product and service of American industry.

Advertisers can effectively reach this market of 1,204,117 Elks through THE ELKS MAGAZINE.

KENNETH H. LOVELAND,
District Sales Manager,
PET MILK COMPANY



"Only localized promotions are effective in the Puget Sound area"

"The only shots that count are those that hit the target. And you can't score a sales 'bulls-eye' in the Puget Sound country unless the prosperous Tacoma market receives its rightful attention."

Mr. Loveland continues, "We realize that newspapers published outside the Tacoma area do not adequately reach the thousands of able-to-buy people living there. Therefore, to get the localized coverage we need in the important Tacoma market, we run Pet milk advertising in the Tacoma News Tribune."

TACOMA NEWS TRIBUNE

TACOMA, WASHINGTON

Circulation more than 83,000

Represented by SAWYER-FERGUSON-WALKER COMPANY, Inc.

New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco • Seattle

Getting Personal

Stanley Publishing Co., Chicago, publisher of *Transportation Supply News* and other business publications, is celebrating its 4th anniversary. The company was founded by **Emil G. Stanley** on his resignation from Traffic Service Corp. . .

The champ: **Arthur Godfrey**, CBS radio and tv star, has been acclaimed the "champion salesman of all broadcasting" by the National Assn. of Direct Selling Companies. The plaque presented to him is inscribed: "to Arthur Godfrey who, better than any one else on the air, sells his sponsors' wares" . . .

Two time buyers will trek to the altar July 5 when **Carolyn Diehm** of Dowd, Redfield & Johnstone, marries **Tom Hardy** of Donahue & Coe . . .



EYES HONORED—Joe Eves, left, vp and head of the Chicago advertising sales office of Meredith Publishing Co., was honored June 14 for "unique contributions to the stature of Iowa State College." The award was presented by Douglas Graves, right, assistant vp of the Chicago National Bank and president of the Iowa State College Alumni Assn. The presentation was made at an All-Alumni Centennial Recognition luncheon at the college in Ames, Ia.

Edward N. Mayer Jr., vp of McCann-Erickson and exec vp of both Communications Counselors and Sales Communications, has received the Colgate University Alumni Corp.'s 1958 alumni award for distinguished service to the university—such as serving as a past director of the Alumni Corp., chairman of the publications committee and member of the Alumni Fund's exec committee, the publicity committee, and the university's development fund council . . .

Bosh Stack, head of his own New York pr company, and his wife Irene have announced "the May 18th release of a third satellite, Adam Mark Stack, who is now in orbit after an interminable delay in the launching pad. Adam joins Geri and Brian in running circles around the parent bodies." . . .



IT'S A CIRCUS—Left to right are Robert E. Harper, president, National Business Publications, Presidential Press Secretary James C. Hagerty, and Harold R. Robinson, national president, Circus Saints and Sinners. The occasion was Washington's recent Saints and Sinners luncheon, at which NBP played host to two tables of special guests. The picture was taken at the reception given by Mr. Harper for "honoree" Hagerty.

Zelpha (Mrs. E. B.) Bogert, owner of The Bogerts Inc., Los Angeles agency, has been elected to a second term as president of the Southern California chapter of the National Home Fashions League . . .

The Southern California chapter of the American Assn. of Advertising Agencies has again volunteered its services to the Los Angeles area Community Chest, with **Reginald W. Twiggs**, McCann-Erickson, serving as chairman for the activity. Chairmen of the three subcommittees are: theme and copy, **Charles Lee Hutchings**, McCann-Erickson; art, **George Rappaport**, Calkins and Holden; radio-tv, **Robert Howell**, Compton Advertising . . .

It's a fourth child, first son, for **Bill Dahlman**, former marketing manager at Revlon, who joined BBDO four months ago. The new arrival, born June 23, is named William Robert III, of course . . .

Mrs. Florence Knoll, president of Knoll Associates, was married June 22 to Harry Hood Bassett, a banker and son of the late president of the Buick Co. . . Gail Manchec, daughter of **Fred B. Manchec**, exec vp of BBDO, was married June 21 to William Marlen Raines Mapel . . . Donna Kay Smith and **Kenneth Warren Price** of Doherty, Clifford, Steers & Shenfield, New York, are engaged . . .

New Government pay increase means
200,000 Washington, D. C., area people
receive \$60,000,000 cash or \$300 each
in retroactive pay during July alone.

67% of these Government workers read
The Washington Post and Times Herald . . .
more than read the other two papers combined
less than half read the second paper,
less than one-third read the third paper*.

*Publication Research Service Survey shows readership as follows: POST TH 67%, STAR 45%, NEWS 27%. STAR-NEWS less duplication 63%. For complete facts on how to take the best advantage of this extra selling opportunity wire or call today: Sawyer, Ferguson, Walker Co.—New York, Chicago, Detroit, Atlanta, Philadelphia, San Francisco, Los Angeles, Seattle; Joshua B. Powers, Ltd.—London, England; Senor G. Enriquez Simoni—Mexico City, Mexico; Allin Associates—Toronto and Montreal, Canada; The Hal Winter Co., Florida Hotel and Resort adv. rep.—Miami Beach, Florida; Tom McGill, New England Hotel and Resort adv. rep.—West Roxbury, Massachusetts; Lou Robbins, New York and New Jersey Hotel and Resort adv. rep.—1265 Broadway, N.Y., N.Y.; Puck The Comic Weekly; A. R. Lerner—Paris, France; Robert S. Farley—Financial Representative in New York.

What Farm
Publication
Influenced the
Purchase of
9,211,400
Tons of
Commercial
Fertilizer?

CAPPER'S FARMER, That's Who!

In 1957, the Capper's Farmer editorials — not to mention the advertising — were deciding factors in the many decisions involved. The 1,500,000 high-income farmers in Mid-America rely on this farm business magazine because it talks authoritatively about decisions they face daily.

Ask any of our sales representatives to show you a copy of our current subscriber report, "1957 Management Decisions."

CAPPER'S FARMER

The Family Magazine For TODAY'S FARMING

A Stauffer-Capper Publication

Published by America's Leading Agricultural Press, who also edits and publishes Kansas Farmer — Missouri Ruralist — Michigan Farmer — Ohio Farmer — Pennsylvania Farmer.

Four Furniture Retailers Cited for Institutional Ads

Four retail furniture stores in as many states have been honored by *Chicago Market Daily*, published by the American Furniture Mart, Chicago, for advertising that "has done the most to promote general interest in home furnishings."

The four winners, who were awarded hand-carved wooden horses, are Sachs Quality Stores Inc., New York, in the category of cities of more than 500,000; Bell Furniture, Spokane, Wash., in the 100,000 to 500,000 population category; Plodined Furniture Co., Allquippa, Pa., in the 25,000 to 100,000 category, and Fisher Bros. Furniture, Lapel, Ind., in the category of cities under 25,000.

Creamer-Trowbridge Adds 3

Creamer-Trowbridge, Providence, R.I., has been appointed to handle advertising for Brown's Beach Jacket Co., Norfolk; Providence Paper Co., Providence, and Newport Creameries, Newport.

Youngstown Kitchens Joins Joy, Universal, Tussy in Sink Push

WARREN, O., July 1—Youngstown Kitchens, division of American Standard Radiator Co., has lined up tie-ins with three manufacturers to introduce its Servi-center sink, "the first new idea in kitchen sinks in 20 years."

The new sink has dispensers for detergent and hand lotion and also has an appliance control panel which turns it into "the sink that cooks." Youngstown has arranged promotional tie-ins with Joy detergent (Procter & Gamble), Wind & Weather hand lotion (Tussy) and Universal electric appliances (Landers, Frary & Clark).

Free containers of Joy detergent and Wind & Weather lotion will be supplied with each Servi-center purchase, along with a "Finger Tip Cookery" cookbook which has been published by Youngstown in cooperation with Landers, Frary & Clark.

■ Procter & Gamble will also feature the Servi-center and its detergent dispenser on four commercials on two of its CBS-TV shows: Phil Silvers' "Sergeant Bilko Show" and "Search for Tomorrow."

P&G is also making available its staff of home economists and salesmen for cooperative demonstrations at stores. A local promotion has also been lined up whereby Youngstown dealers can offer \$15 worth of Joy detergent free with each Servi-center.

Tussy is offering Youngstown dealers a year's supply of Wind & Weather hand lotion at a special rate of \$4 for 10 bottles, which Tussy estimates is a year's supply for the average homemaker.

Landers, Frary & Clark demonstrators are available to Youngstown dealers to show how the Servi-center's appliance control panel can be used with Universal fry-pans, skillets, saucepans, griddles and drink-makers. Youngstown dealers will be able to obtain special prices on Universal tie-in appliances for these special local promotions.

Grey Advertising handles Youngstown and Tussy; Leo Burnett Co. is the agency for Joy; Gould & Tierney handles Universal. #

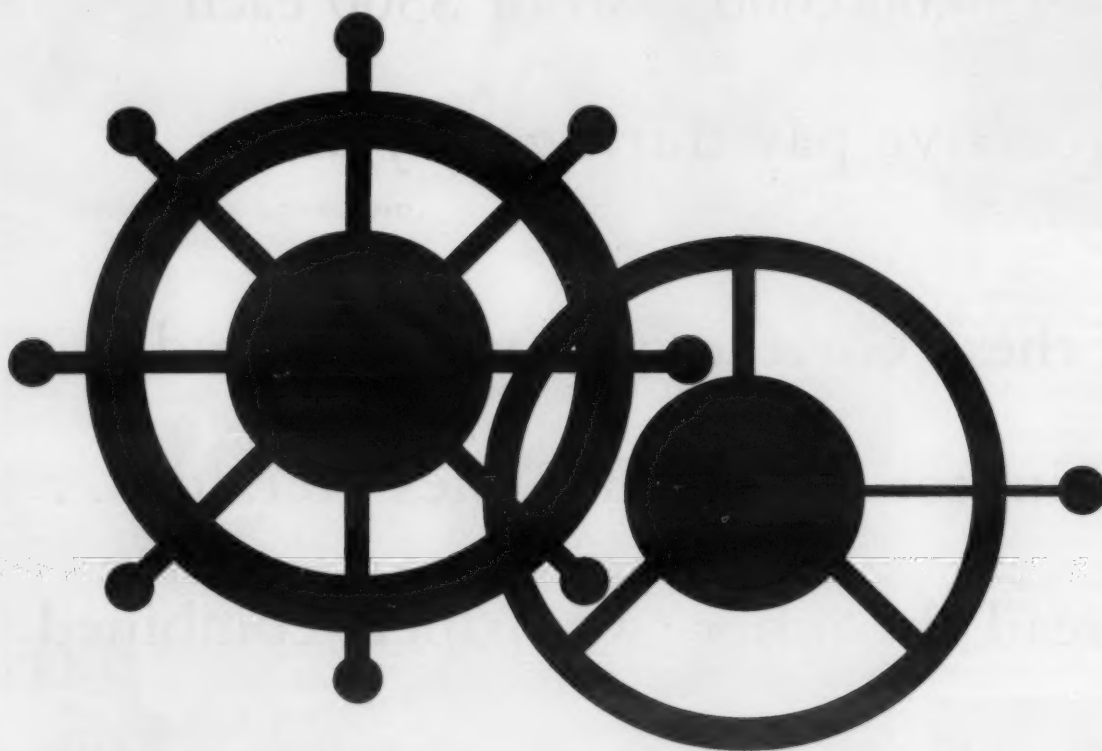
'Confidence' Drive Offers Booklets, Uses Market Ads

"How to Turn the Tide," a booklet offering retailers tips on how to boost lagging sales, has been published by the Advertising Council, New York, as part of its "Confidence in a Growing America" campaign. The 7-page booklet is available free on a single copy basis, and in quantity at \$10 per 100. Grey Advertising Agency, New York, is volunteer agency for the "Turn the Tide" promotion.

McCann-Erickson, New York volunteer agency for the over-all "Confidence in a Growing America" campaign, has adapted newspaper ads for use in Negro and Spanish-speaking markets. The council said a series of campaign ads using Negro models and the Spanish language will be mailed to more than 150 Negro and about 100 Latin-American newspapers, which reportedly have a combined circulation of more than 2,500,000.


Two Join 'Purchasing'

Wayne Slockbower has joined the staff of *Purchasing*, New York, as sales promotion manager. He was previously with Petersen Publishing Co. as eastern advertising representative. Tom Navin has joined *Purchasing* as a sales representative covering the Middle Atlantic states. He formerly was with Wheelabrator Corp.



Of seaways & thruways

Erie, already Pennsylvania's fastest-growing major city*, is destined for even greater things. ■ Erie, on the lake that bears its name, midway between Buffalo and Cleveland, stands to profit from two major east-west arteries: the St. Lawrence Seaway and the series of super-highways that will eventually stretch from New York to Chicago. ■ To take full advantage of this happy location, there is a heavy investment being made in the future of Pennsylvania's 3rd city, one of the leading test markets in the East. Here are some for instances: 2¼-million-dollar port expansion . . . 50-mile highway link between New York and Ohio Thruways . . . 5-million-dollar civic redevelopment program . . . 5-million-dollar investment in beach and resort facilities. ■ Just as dynamic as Erie itself are its newspapers, The Times & News. They deliver the whole market, not just part of it. How unlike other Pennsylvania situations, where two or more cities are combined to create a "market" no single newspaper buy can deliver!

For the latest market and media data call The Katz Agency, Inc.	The Erie Times <i>evening</i>		When you think Pennsylvania Philadelphia Pittsburgh—and Erie
	The Erie News <i>morning</i>		
	The Erie Times-News <i>Sunday</i>		

*Population: 1958 Sales Management estimates vs. 1940 U.S. Census. Retail Sales: 1957 Sales Management estimates vs. 1939 U.S. Census. Major cities are those with 1958 population over 75,000.



NOW...
RICHARD GREENE
plays
ROBIN HOOD

in "THE ADVENTURES
IN
SHERWOOD
FOREST"



ARCHIE DUNCAN plays *Little John*



BERNADETTE O'FARRELL
plays *Maid Marian*



THIS MAGNIFICENTLY FILMED LIBRARY OF ADVENTURES
FROM OFFICIAL FILMS with the characters America knows and loves!



Produced by Sapphire Films, Ltd.



The Adventures in Sherwood Forest

THREE SMASH YEARS ON NETWORK
...AND RENEWED FOR A FOURTH YEAR

NOW AVAILABLE FOR STRIP PROGRAMMING!



ALEXANDER GAUGE
plays *Friar Tuck*



ALAN WHEATLEY
plays the *Sheriff of Nottingham*



RICHARD GREENE plays *Robin Hood*

ROBIN HOOD COMES ALIVE, TO BECOME
YOUR MOST POWERFUL SALESMAN!

Robin Hood and his merry band have become real to millions of families! His thrilling exploits have captured the imagination of young and old, his legends appeal to every age group.

Now you can cash in on ratings that prove Robin Hood's tremendous appeal. Official offers you the hottest sales tool available in years, "THE ADVENTURES IN SHERWOOD FOREST"—a prestige showcase that will *sell every kind of product to every member of the family!*

SPECTACULAR SETS!

TREMENDOUS CASTS!

TOP STARS!

THRILLING DRAMAS!



ROBIN HOOD WILL SELL TO EVERY MEMBER OF THE FAMILY! LOOK AT THE FACTS:

ROBIN HOOD has consistently outrated competition in its time spot in city after city.

CITY	NO. OF STATIONS	SHARE OF AUDIENCE	CITY	NO. OF STATIONS	SHARE OF AUDIENCE
Birmingham	2	65.3%	Jacksonville	2	92.3%
Boston	3	67.3%	Los Angeles	7	44.0%
Buffalo	3	70.8%	Miami-Ft. Lauderdale	3	64.7%
Charleston-Huntington	3	70.9%	New York	7	42.9%
Colorado Springs	2	63.6%	Norfolk	2	81.2%
Dayton	3	67.8%	Philadelphia	4	57.6%
Duluth-Superior	2	75.1%	Providence	2	72.8%
			Rochester	2	69.6%
			San Antonio	3	61.5%



ROBIN HOOD has achieved top national ratings: 39.1, 38.1 and 37.2 Nielsen

Same sponsors for three years... and their sensational sales records show why!

Over \$2 million in merchandise sales from ROBIN HOOD products! 33 licensed manufacturers offer products for premiums, contests, giveaways, to cash in on the tremendous appeal of ROBIN HOOD!

"THE ADVENTURES IN SHERWOOD FOREST"
IS THE BUY OF THE YEAR!



See the man from Official for availabilities. OFFICIAL FILMS, INC. 25 West 45th Street, New York, N. Y.

REPRESENTATIVES: ATLANTA / Jackson 2-4878 • BEVERLY HILLS / Crestview 6-3528 • CHICAGO / Dearborn 2-5246
CINCINNATI / Cherry 1-4088 • DALLAS / Emerson 8-7467 • FAYETTEVILLE / Hillcrest 2-5485 • FT. LAUDERDALE / Logan 6-1981
MINNEAPOLIS / Walnut 2-2743 • SAN FRANCISCO / Juniper 5-3313 • ST. LOUIS / Yorktown 5-9231

Wisconsin Outdoor Operators Form New Sales Unit

MARSHFIELD, Wis., July 1—Wisconsin Outdoor Sales Co., a new selling organization, has been set up by 11 Wisconsin and one Illinois plant operators to serve them on a state and regional basis.

W. J. Dooner, who recently resigned as a field representative of Outdoor Advertising Assn. of America, is sales manager for the group. Offices are in Hotel Charles Bldg. here.

Founding members of the new company are Bay Poster Advertising, Ashland; Butts Outdoor, Fond du Lac; Community Outdoor Advertising Co., Black River Falls; Fulton Posting Service, Stevens Point; Fond du Lac Outdoor Advertising Co., Fond du Lac; Garrison Outdoor Advertising, Baraboo; Morrison Outdoor Advertising Co., LaCrosse; Olson Posting Service, Ashland; Tri-City Posting Service, Rock Island, Ill.; Uthmeier Poster Service, Marshfield; Wisconsin Outdoor Displays, Wausau; and Wesley Boswell Outdoor Advertising, Manitowoc.

Bill Uthmeier is office manager and secretary of the group.

NAEGELE ADVANCES COURT, SPOMER

MILWAUKEE, July 1—Naegele Outdoor Advertising Co. here has appointed Donn Court president of Naegele Outdoor Advertising Co. of California.

Mr. Court has been exec vp of the California company since July 1, 1957, when Naegele purchased the former California Outdoor Advertising Co.

Richard Spomer also has been named vp of the Madison branch of Naegele Outdoor Advertising Co. of Wisconsin. He previously was branch manager in Madison following his transfer from the sales department of Naegele Outdoor Advertising Co. of Nebraska.

Dole Sets Record Ad Push

Dole Hawaiian Pineapple Co., San Jose, Cal., has scheduled a record advertising campaign in the next 12 months. The all-print scale will utilize large space, full color ads in magazines, newspaper supplements, and newspapers. The program will feature Dole solid pack pineapple, the company's new frozen pineapple-orange and pineapple-grapefruit juices, Dole pineapple-grapefruit drink and Dole fruit cocktail. Foote, Cone & Belding, San Francisco, is the agency.

WFLB-TV Suspends Operation

WFLB-TV, first and only television station at Fayetteville, N.C., and the last uhf station in North Carolina, suspended operations as a uhf station June 20. L. W. Allen, president of Fayetteville Broadcasters Inc., said the action was taken "in order that we may utilize our entire resources in an all-out effort to obtain a vhf station for the Fayetteville area." The station has applied to the FCC for a vhf channel.

Aunt Penny's Campaign Set

Sunnyvale Packing Co., Sunnyvale, Cal., has set August for the beginning of an Aunt Penny's white sauce campaign. One-third-page ads for the sauce will appear in all editions of *Sunset Magazine* and western and northwestern editions of *Everywoman's Family Circle*. Honig-Cooper & Miner, San Francisco, is the agency.

O'Shea Joins 'Drug Topics'

Lewis J. O'Shea, formerly sales manager of American Safety Razor Corp., New York, has joined the sales staff of *Drug Topics*, as New York regional manager.

IPC Adds Gross, Palmer

Two men have been added to the advertising sales staff of the Chicago office of Industrial Publishing Corp., Cleveland. John W. Gross, formerly advertising representative for *Metalworking*, will be with *Flow and Flow's Material Handling Illustrated*. The company also named Earl Palmer district sales representative for *Refrigeration & Air-conditioning Business*.

Pepsi-Cola Promotes Durkee

William C. Durkee, formerly vp in charge of Pepsi-Cola Co.'s central division, Chicago, has been elected vp in charge of marketing for the entire company, a new position. Mr. Durkee will be responsible for establishing a unified marketing program for the company and coordinating the activities of the market research, equipment, advertising and national accounts departments.

Preiss & Brown Adds Two

Preiss & Brown Advertising, New York, has acquired two new accounts—Cotton Yarns Inc. for its yarns and knit fabrics, and Sargon Ltd., manufacturer of knitted sweaters for boys and young men.

Compass to Taylor-Chalmers

Silva Inc., LaPorte, Ind., has appointed Taylor-Chalmers Advertising, Michigan City, Ind., to handle promotion for a new compass.

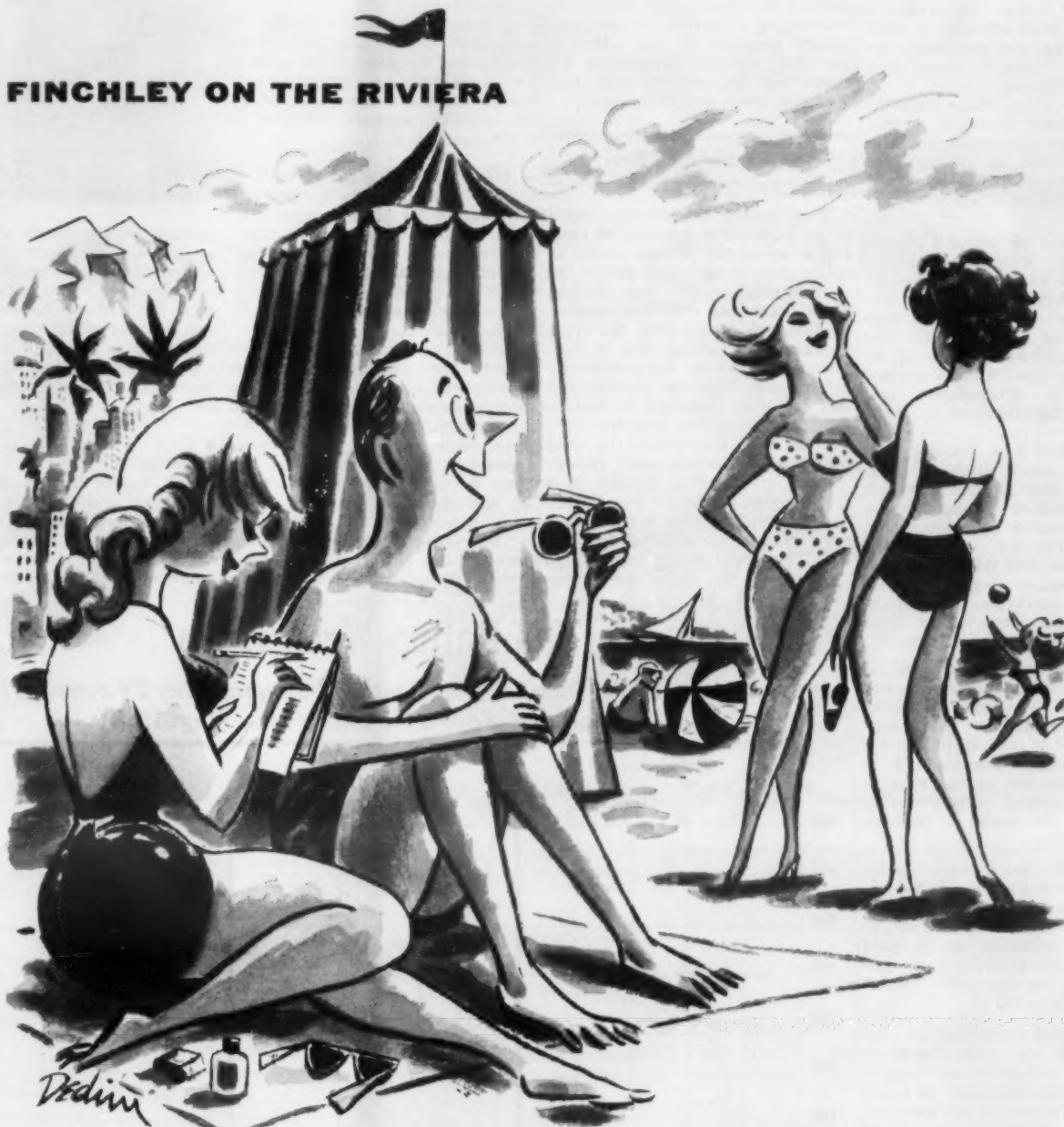


Publishers

Established representative invites publishers' inquiries regarding coverage of Middle-West territory.

James K. Millhouse
PUBLISHERS' REPRESENTATIVE
8635 Montrose Avenue, Chicago 34, Ill.

FINCHLEY ON THE RIVIERA



"Dear Boss: I have my eye on several live prospects..."

■ C'EST SI BON! From balance sheets to Bikinis. A fitting reward for Finchley's memo to the boss on how Consolidated Enamels bring printing costs down and keep quality up.

The bare facts show that Consolidated Enamels frequently cost 20% less than other enamel papers of equal quality. This lower cost is made possible by a modern papermaking method pioneered by Consolidated that eliminates several costly manufacturing steps while maintaining finest quality.

TRY A FINCHLEY! Get free trial sheets from your Consolidated Paper Merchant. Have your printer make a comparison test. Take the results to the boss and casually drop a Riviera travel folder on his desk. *Never know!*

Available only through your Consolidated Paper Merchant

Consolidated

ENAMEL PRINTING PAPERS
a complete line for offset and letterpress printing
CONSOLIDATED WATER POWER AND PAPER COMPANY
SALES OFFICES: 135 SOUTH LA SALLE ST., CHICAGO 3, ILL.

Rating Week Hypo Cuts Rational Buying of Time

(Continued from Page 1)

gathering the material for those svelte, pocket-size manuals upon which hundreds of advertising agencies will base their purchases of radio and television time for late summer and early fall—purchases, quite often, in markets about which the agencies know little and from stations about which they know nothing except that it was "No. 1 in May."

In what many of them quite genuinely consider "self defense," the stations cited above and many hundreds of others are responding with various attempts to pervert the ratings and artificially increase, or "hypo," their own listenership figures.

Over the years, many calls to arms have been issued in regard to rating week promotion, but only in the past year or so has there been any important show of action in curbing these activities.

■ What is the nature and size of the problem which has called forth recent reform attempts by the rating services? How successful has the "hypo" been? And what are the prospects for the various attacks being made on it? What is the ideal way to control rating week promotions, and what is the likelihood of its realization?

In a month-long inquiry into the rating week "situation," ADVERTISING AGE studied rating books, compared rating service claims, inspected newspaper and tv log advertising, corresponded with stations, and talked to numbers of station representatives, station managers, and advertising agency media experts. In brief outline, its findings were these:

● 1. The rating week "hypo" is not, as one rating service operator believes, an "academic" problem. It not only exists, but a substantial majority of stations practice it wherever ratings are made. If it is on the decline in the area of program juggling, it is probably growing in the realm of contests and giveaways.

● 2. At the same time, while chronic, the rating week promotion problem is not a major scandal. It ranks as a persistent, pervasive public nuisance, which most of the elements involved in it—stations, rating services, advertisers—would gladly be rid of.

● 3. The cost of subverting an honest rating is not large. Three tv stations in a middle-size market may not spend altogether as much as \$20,000 yearly for the purpose. Despite the ostentatious nature of their "giveaways," the radio competition in such a market may not spend any more for strictly rating week promotions. Even this, of course, runs into millions of dollars nationally.

● 4. For the money involved, rating week promotions are undoubtedly effective. This is proved by the fact that even strongly dominant stations are involved in the "hypo," by virtue of what happens to the ratings of those which do not, and that stations which consistently abjure rating week promotions must resign themselves to a smaller share of national advertising revenue.

● 5. Though rating week promotions can be restrained, no "cure" for them is even on the horizon, much less in operation. The ultimate weapon against such devices eventually may turn out to be a determination on the part of advertisers to buy station quality as against audience quantity.

● 6. Despite muffled complaints, the advertising industry has had a very small influence in effecting rating reforms. Nor has the broadcast industry exerted much pressure against the "hypo," in spite of the efforts of certain isolated stations. Rating reform has mainly sprung from within the broadcast measurement business, the result of competitive, rather than "reform" pressures.

● 7. Nevertheless, both stations and advertisers will play their parts in the near future: The more satisfactory a solution to the promotion problem is, the more it will cost, and the advertising industry will be—already is in fact—paying those added charges.

What It's All About

Even among broadcasters there is an impressive amount of confusion about the precise status of rating subversion and about the various reforms. You hear that, in radio, promotion is a "way of life" having little to do with the crass production of ratings, that in television the problem has practically disappeared with the decline and fall of the Hollywood feature film. You hear also that the "hypo" has been knocked in the head by Nielsen's "continuous" ratings (which are continuous only in a few places), by ARB's new "four-week" rating (which is four-week only in a special sense), or by the new "secret" rating week (in which even the users don't have

very much confidence).

■ These things will be taken up in turn. First, however, a statement of what the rating week promotion is and how it works:

The root of it all, rating week itself, is a rather simple mechanism. It is simply the period during which a particular audience measurement service canvasses a market by means of telephone calls, door-to-door interviews, or the placement and collection of logs or "diaries" within which housewives record their and their families' listening and viewing during the week in question. The purpose, of course, is to find out what percentage of a market's population has been viewing or listening to each one of its radio or tv stations.

A station gets rated whether it subscribes or not (though station willingness to subscribe can have a lot to do with how often a particular market is measured, or, in the smaller markets, whether it is measured at all).

■ The reason for a rating week is simple economy: It is cheaper than rating for a whole month or year. Rating is based on a "random sample"—or selection—of homes in a market which is supposed to reflect accurately the viewing or listening of all homes in that market.

Similarly, the rating week represents the audience's station preferences during a month, two months, or even longer. And if the week were, like the sample audience, truly random, rating week promotion might not have become a major issue. Unfortunately, the choice of time is not a random selection.

The reason is competitive pressures within the measurement industry. The pressure is to measure

DURING AND AFTER—Tv station advertising during and after rating week is contrasted in two successive Monday issues of the Daily Oklahoman. May 19 linage is shown at left. At right is tv advertising on May 12, which opened an ARB rating week.



as early in the month as possible, so that a June report can appear while it is still June. Nielsen accepted, speed has been a big sales point for the various rating services, one of which has been endorsed by so august a body as the Advertising Research Foundation's broadcast ratings review committee.

■ That is one reason why the "random" or "secret" week—one which varies within the month and is not announced to stations—has its limitations as a reform: The publishing problem will put the odds in favor of a measurement on the first or second week

of a month. As things stand now, of course, most ratings are announced to stations and are on the first week of the month.

Another factor which helps to inflate the importance of rating period promotions is the rarity of measurements in all but the top dozen or two dozen markets, where measurements are conducted monthly.

■ This applies to all rating services. In Pulse's current television rate card, 22 markets are scheduled for monthly measurements this year, while about 90 are scheduled to be measured only once or twice a year. Another 24 or so are scheduled for measurement three, six or eight times a year. ARB's current rate card shows the same pattern: Of 130 markets listed, 15 are scheduled for monthly measurement; nearly all the rest will get two measurements this year.

In radio, where Pulse and Hooper are the chief rating services, the rarity of measurement is still greater. Pulse measures monthly in only three radio markets out of 190.

■ Hooper measures no markets on a monthly basis. In 56 major markets ratings are published three or four times a year; in about 84 smaller markets reports are published once or twice a year.

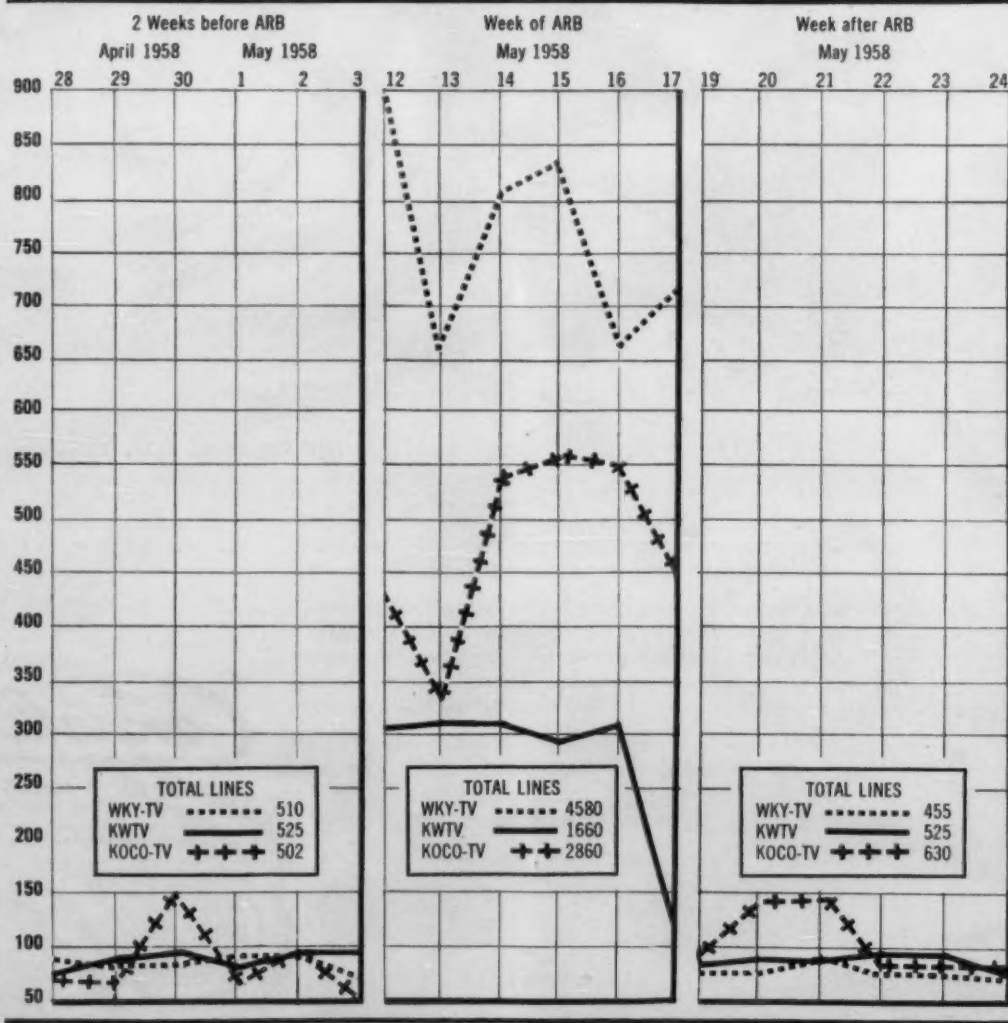
The reason for this is, again, simple economics, but it tends to give the rating period a highly inflated importance to the station in a market which will be measured, say, twice a year, and judged on that measurement for the whole year.

Even A. C. Nielsen Co., whose Nielsen Station Index (NSI) is based, not on a rating week, but on continuous measurements for a month or two months, is not exempt from this economic limitation. Though Nielsen measures only 32 of the biggest, most lucrative markets, it still offers really continuous measurement in just six of them (both radio and tv). In a market like Birmingham, two eight-week periods will be reported on per year; in Buffalo, three.

■ From this outline, it can be seen that a chance exists for a station to look good for a month or even a year simply by building an unusual audience for one week—as long as it's the right week. It can also be seen that the pressure to "buy an audience" is likely to be greatest in just those markets—the small, infrequently measured ones—about which advertiser knows the least, and therefore where the rating figures

The Rating Week Hypo

Linage in the 'Daily Oklahoman' Used by Oklahoma City TV Stations Before, During and After a Rating Week—May, 1958



outdoor says everything **CLARK** has to sell!



Outdoor Advertising

Poster designed by Mazon, Inc.

- 1 OUTDOOR SELLS THE BASIC THEME
- 2 OUTDOOR SELLS TASTE APPEAL
- 3 OUTDOOR SELLS PRODUCT IN USE
- 4 OUTDOOR SELLS BRAND NAME
- 5 OUTDOOR SELLS PACKAGE IDENTIFICATION

G. J. Buettner

Vice President and General Manager
The D. L. Clark Company, says:

"Our theme, the 'Best Bar Under the Sun!' dramatizes the two great selling points we have in Zagnut: first, the high quality of the bar itself, and secondly, the fact that it's made to stay fresh and crisp in *any* weather.

We use Outdoor to sell these advantages *fast*.

As proof of our success, wherever Clark posters have appeared, there has been a marked increase in sales—so gratifying, that our Outdoor Advertising expenditures and showings will be quadrupled in 1958."

8 out of 10 people remember OUTDOOR Advertising!*

Standardized Outdoor Advertising, 24 and 30-sheet Posters—and Painted Bulletins.

OUTDOOR ADVERTISING INCORPORATED

NATIONAL SALES REPRESENTATIVE OF THE OUTDOOR MEDIUM



60 EAST 42ND STREET, NEW YORK 17, NEW YORK • ATLANTA • BOSTON • CHICAGO • DALLAS • DETROIT • HOUSTON • LOS ANGELES • PHILADELPHIA • ST. LOUIS • SAN FRANCISCO • SEATTLE

*Urban Poster Readers—Starch Continuing Study of Outdoor Advertising

are relied on most exclusively.

In other words, if you're in a small market, you not only can get away with promoting a high rating, but you had better try to if you want national advertising contracts.

How the 'Hypo' Works

Perhaps the first point to make

clear about promotion is that it does work. Promotions increase listening and viewing—whether performed during rating week or all year 'round.

Stations which are addicted to giveaways and audience-building razzle-dazzle have, in the main, been able to make their stories stick with advertisers. Such radio station "chains" as McClendon, Storz, Plough and Siegel are wide-



"Indeed, sor, they do a foine job o' plate making"

"The fact that McGrath is an Irish name meant little to me," said a man from the Emerald Isle. "But whin I was in Chicago I had occasion to go through the McGrath plant and, begorrah, I niver saw a foiner set-up in m' life for making photo engravings."

Thos. F.
McGrath

and Associates

Photo Engravings Day and Night Service

160 E. Illinois St., Chicago 11, Ill.

Telephone: DElaware 7-5142



DIGGING DIGGER DEEP—Two of "four gorgeous models" help plant Herbert "Digger O'Dell" Smith under several tons of concrete in a "Buried Alive" promotion sponsored by Plough Inc. station WMPs, Memphis. The month-long entombment extravaganza culminated in a "\$50,000" rating week contest which nobody won until after the deadline. WMPs then awarded a \$1,000 "consolation prize."

ly held to have been built on this approach, and a great many lone operators certainly have.

One such is Don Burden, whose KMYR recently made national headlines with a Hooper week "\$50,000 Treasure Hunt" in Denver and now is using the man-

buried-alive stunt.

The treasure hunt lured hundreds of listeners to a Denver suburb which they proceeded to dismantle in search of a "clue," creating such disturbance that a building contractor in the suburb is now suing the station for

damages, perhaps in a counter-pr move.

The \$50,000 treasure hunt ultimately boiled down to a \$1,000 prize, and the station moved merrily along to its next promotion.

In Omaha, another Burden station—KOIL—has been showing up with something like 30% of the audience as a result of such shenanigans and has been doing very well with national spot business, despite "exposure" by one rating service for staging promotions during rating week.

■ These stations and others which are similarly promotion-minded argue persuasively that their promotion is a continuous thing—a "way of life" or a programming format—not aimed specifically at rating week. And in general, what they say is true—although no one has ever heard of a station which believed in this kind of promotion which did not put on its best ones during rating week.

Take the case of WMPs, Plough Inc. station in Memphis, referred to earlier as having kept a man buried under concrete for, in all, 33 days. This was an example of "continual promotion," or as the station manager labeled it, "community relations." It was also a

CRITICAL READERS LISTENERS, VIEWERS

Think up claims that your agency, clients or personnel have committed

LIBEL, SLANDER, INVASION OF PRIVACY OR COPYRIGHT, PLAGIARISM.

BEFORE it happens, get our unique Excess INSURANCE Policy an effective and inexpensive cushion against these hazards.

EMPLOYERS REINSURANCE CORPORATION

21 W. Tenth, Kansas City, Mo.
New York, Chicago, San Francisco,
107 William 175 W. 100 Bush
St. Jackson St.

Low Happ*
knows there's
money for
the asking in the
HIDDEN CITY

(and he's asking—loud and often)



*Low Happ, Media Director, Geyer Advertising, Inc.

P.S. So will you—when you get inside. We'll tell you how—soon.

buildup to another promotion, which was a deliberate imitation of the Denver "Treasure Hunt," and which was specifically aimed at a Hooper rating period the first week of June.

There is thus demonstrated a certain circularity in the hypo process, since after WMPS borrowed KMYR's treasure hunt theme, KMYR turned around and took on WMPS' buried-alive act.

Cases like this are not typical. They don't need to be, since only one such extravaganza can wreck the ratings in a whole market.

■ Strong testimony to the effectiveness of rating week "hypo" comes from the hardy (some say foolhardy) band of stations which do not participate. KITE, San Antonio radio station, which refuses to either run "hypo" promotions or subscribe to rating surveys, expressed the consequences very concisely: "We just don't get national business; 95% of our business is local."

Instead, the business goes to such stations as the McClendon-owned KTSA, which, says KITE, recently spent \$1,800 in one rating week (including a "\$25,000" treasure hunt), and as a result—according to KITE—jumped from No. 3 to No. 1 in the ratings.

On the television side, the pattern is the same. KRNT-TV, Des Moines, which also says it does not use rating week promotions, claims to do 80% of the local tv advertising in that market, but only about 40% of the national business.

A more concrete measure of the effect of not participating in rating promotions comes from WTVJ, Miami, which recently adopted such a policy. In March, WTVJ "hypoed" along with everybody else, and got a 49.2 ARB rating. In April, it conducted no special programming promotional sortie—and the rating fell to 46.1. In May the station's rating again fell slightly, to 45.9.

With nearly half the local audience to start with, WTVJ is in an unusually strong position from which to conduct a reform. But obviously there is a point at which the ratings decline will have to stop—or else.

■ Contests are increasing in importance as a "hypo" device for tv stations; you find them cropping up in Houston, Shreveport, Des Moines, Oklahoma City and elsewhere. But they are less important in television than in radio, to just the extent that programming is more important. The tv "hypo," therefore, takes the shape of program changes—putting the best movies into rating week, tossing in one-shot local "documentaries," and so on. A correspondingly inflated volume of newspaper and on-the-air advertising is then thrown in to support these programs.

The furious pace of such promotions is indicated in a study conducted in Oklahoma City last month. As a middle-size market with three tv stations, Oklahoma City is representative of those markets where rating week competition is said to be fiercest.

The occurrence of an American Research Bureau measurement, May 12-18, brought this response from Oklahoma City stations:

• KWTV ran three times its normal lineage in the city's two daily newspapers, and tossed an extra 1,000 lines into the May 11 Sunday magazine section.

• KOCO-TV ran seven times its normal advertising lineage in the daily newspapers.

• WKY-TV placed an enormous 8,529 lines in the daily papers—nine times its normal amount.

The week following rating week, of course, the campaigns suddenly

collapsed, and all three stations were back to normal, each running a chaste, title-only program listing and very little else. Some of the figures for Oklahoma City's grand tribute to the power of a rating survey are shown in the accompanying graph.

The Oklahoma City figures do not include on-the-air promotion, which was said to be equally strenuous. They do not include an approximately equal lineage for the *Oklahoma City Times*. They also do not reflect the character of the advertising, which was reminiscent of the Saturday movie pages of a decade ago.

Two of the stations concentrated on star-studded old movies, detailed program listings and display ads for network programs. WKY-TV went farther and offered local specials as well: A horse show, a fashion show, "free baseball equipment," a phone interview with Jonathan Winters (it didn't come off), an expose series on "Oklahoma's shocking teen-age

marriage problem"—each got its 150 lines, morning and evening.

Even the more subconscious newspaper scanner in the Oklahoma City market would be pretty sure to get the impression after a while that television quality has wave-like peaks followed by depressions correspondingly deep and much longer-lasting.

Like many another station, KWTV, Oklahoma City, deprecates this kind of thing even while participating in it. An executive of the station told AA:

"This has been going on for the past four and one-half years, and we have held up very well under the onslaught, but my complaint is that ratings do not reflect the picture in the market when this kind of campaign is carried on."

Next week: "Trying to Stop the 'Hypo'."

Roland-Bodee Moves Office
Roland-Bodee Advertising Co., New York, has moved its office to 10 E. 40th St.

Dealer Ad Booklet Out

Implement & Tractor Publications Inc., Kansas City, has published a booklet, "Why Dealer Advertising," written by Emmett P. Langan, vp and advertising director of the publishing company. The booklet is intended to acquaint advertising and sales executives with the promotion functions of merchandising publications. Several areas are covered, including research findings by Kansas State College on dealer reaction to various copy appeals, sponsored by *Implement & Tractor*.

Armstrong Changes Name

Armstrong Co., San Diego, Cal., has changed its name to Armstrong, Fenton & Vinson. T. G. Armstrong continues as president of the agency. G. E. Vinson, formerly vp, becomes exec vp and a partner. Richard Fenton, president of the Los Angeles management consultant company bearing his

name, has acquired an interest in the company and is secretary-treasurer.

Keep Top Brass Informed

Give your management all the facts! Keeping up-to-date on what's going on is a must in today's fast-moving business scene. Our clipping coverage of over 3500 business, farm and consumer magazines, as listed in Bacon's Publicity Checker gives you the assurance of a complete clipping service. Check into our complete service today!

BACON CAN GIVE YOU CLIPS ON:
• Publicity • Subject Research
• Competitive Publicity & Advertising

Send for Booklet No. 56
"How Business Uses Clippings"
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Ill.
WBash 2-8419

Interview: Douglas Burch

Leo Burnett Media Supervisor, Douglas Burch, tells why he selects WLW Radio and TV Stations for PURE OIL

"WLW Radio-TV Stations are famous for extending broadcasting's most 'Royal Welcome Service'."

"They give advertisers a tankful of powerful promotion coming and going."

"Another good reason why for PURE, we're SURE with WLW Radio and Television Stations!"

"Yes, behind the scene and on the air—the Crosley Group drive home the business."

Call your WLW Stations Representative . . . you'll be glad you did!

WLW-TV WLW-C WLW-D WLW-A WLW-I

Network Affiliates: NBC, ABC, CBS • Sales Offices: New York, Cincinnati, Chicago, Cleveland • Sales Representatives: NBC East Sales; Los Angeles, San Francisco, Detroit, Boston; Lawrence & Associates, Inc.; Atlanta, Dallas Crosley Broadcasting Corporation, a division of **AVCO**





contact

"Contact with engineers engaged in the fast-moving field of materials handling is fundamental to our success. New product research and development for tomorrow's industrial equipment is important; equally so is the means of communicating our progress. Advertising in leading business magazines enables us to reach the men who influence the purchases of our products."

Robert C. Becherer, President, Link Belt Company

CONTACT—Through *consistent* advertising of your products and services to the men-who-buy, you can enlarge your market coverage with minimum manpower. Such contact will materially aid your sales representation while decreasing selling costs. In

today's leading growth industries, more than one million key businessmen subscribe to McGraw-Hill magazines. You can reach these decision-makers by *concentrating* your advertising in those McGraw-Hill magazines which serve your major markets.

 **McGraw-Hill Publications** 

McGraw-Hill Publishing Company, Incorporated • 330 West 42nd Street, New York 36, N.Y.

contact

McGraw-Hill magazines enable you to maintain constant contact with business leaders throughout industry. These are the men responsible for a large share of industrial purchases totalling over \$38 billion annually.

McGraw-Hill Publications

... serve American Industry with:

- Appliance-Radio-TV**
Electrical Merchandising
- Atomic Energy**
Nucleonics
- Aviation**
Aviation Week
- Chemical Process Industries**
Chemical Engineering
Chemical Week
- Coal Mining**
Coal Age
- Construction**
Construction Methods & Equipment
Engineering News-Record
- Distribution—Industrial**
Industrial Distribution
- Electrical Construction and Maintenance**
Electrical Construction & Maintenance
- Electrical Goods**
Electrical Wholesaling
- Electrical Utilities**
Electrical World
Power
Electrical West
- Electronics**
Electronics
- Food**
Food Engineering
- Instruments and Controls**
Control Engineering
- Management**
Business Week
- Manufacturing Plant Operation**
Factory Management & Maintenance
- Metal and Nonmetallic Mining**
Engineering and Mining Journal
E & MJ Metal and Mineral Markets
- Metalworking**
American Machinist
- Petroleum**
Petroleum Week
National Petroleum News
- Power**
Power
Electrical World
Electrical West
- Product Design**
Product Engineering
- Purchasing—Industrial and Business**
Purchasing Week
- Textiles**
Textile World
- Trucks and Buses**
Fleet Owner
- Overseas Publications**
Management Digest (Latin America and Overseas Editions)
The American Automobile
El Automovil Americano
Ingenieria Internacional Industri
Ingenieria Internacional Construccion
- (Buyers' Guides, Directories, Handbooks for many fields of industry)*

Lumbermens' Flanagin Urges Better Consumer Advertising by Insurers

Company's New Chief Called 1st Adman to Head Major Insurer

CHICAGO, July 1—Advertising and public relations in the insurance field have tended to be backwards in the past but have been gradually improving in recent years.

The authority for this opinion is Norris C. Flanagin, the new president of Lumbermens Mutual Casualty Co. and American Motorists Insurance Co. Mr. Flanagin is believed to be the only adman ever to become president of a major insurance company. The two companies are members of the Kemper insurance group.



N. C. Flanagin

"Insurance advertising has always been pretty stodgy," Mr. Flanagin told ADVERTISING AGE in an exclusive interview. "Until the last few years, insurance ads contained no real sell and were similar to financial advertising."

Insurance (auto and fire) companies were slow in advertising their wares directly to the public because they originally were far more interested in selling insurance agents, Mr. Flanagin said. "The fierce competition by the companies to enlist agents resulted in high commissions for agents," he said. "These commissions and recent rate increases have made the public price conscious about insurance. Consumers today are shopping around for the best insurance deal."

■ The insurance field is doing a poor public relations job in telling the public why automobile insurance rate increases are needed, he said. "We just haven't told the public clearly and simply why car insurance rates are going up," Mr. Flanagin said.

"One of the major reasons is that the average bodily injury claim in 1957 cost 95% more than in 1947. Another is that there were 18.5% more accidents involving bodily injury last year than ten years ago. The public doesn't know about these things because nobody has told them." He praised utility companies for doing a good pr job.

Competition is forcing more insurance companies to employ more market research and long range planning. Lumbermens has used market research more than most insurance companies, Mr. Flanagin said, and it has found such research to be very helpful.

■ Mr. Flanagin, 54, is a native Chicagoan. Just after his graduation from the University of Chicago in 1924, he joined the old *Theatre* magazine as western representative. He sold space until 1929 when he joined the old Matthew G. Pierce agency as a copywriter and contact man.

While he was with Pierce, Mr. Flanagin brought the Kemper insurance account into the shop. "It was very small at that time," recalls Mr. Flanagin. When he moved on to Doremus & Co. in 1932 as an account executive, he took the Kemper business with him.

Mr. Flanagin joined Kemper in 1934 as advertising manager of all five Kemper insurance companies. In 1938, he established a central sales and advertising department, of which he was named manager. He was named an executive three years ago and moved in-

to the president's post in May, '58.

Mr. Flanagin served as a lieutenant in the U.S. Navy in World War II as an air combat intelligence officer. He was stationed in the Caribbean and Pacific theaters. He returned to Kemper at the end of 1945 after separation from the service.

■ The Kemper companies will invest \$1,100,000 in advertising this year, down slightly from the \$1,300,000 that was invested in 1957. 39% of the company's ad dollars will go into tv this year and the other 61% into direct mail and printed material for agents.

Last year, Kemper devoted 55% of its ad budget to direct mail and printed materials; 28% to tv; 16% to newspapers, and 1% to magazines. The company first went into tv last year when it sponsored the National Invitational basketball tournament. Last fall it sponsored a football scoreboard program which followed National Collegiate Athletic Assn. football games.

"Our agents think tv is great and they have done much more tie-in advertising since we have had tv," Mr. Flanagin said. "Direct mail sent out by our agents during the time we had the football scoreboard produced twice as many results."

Mr. Flanagin and his wife and three sons reside in suburban Glencoe. His favorite activities away from the office include hunting, fishing and playing golf. #

Perkins Forms Company

George Perkins has resigned from National Tea Co., Chicago, to form Super-Market Merchandising, 30 N. LaSalle, Chicago.

WCSH Names Station Manager

Benjamin A. Hubley, formerly station manager of WBTN, Bennington, Vt., has been named manager of WCSH, Portland, Me., radio station. Mr. Hubley succeeds Raymond G. Mercier, who has resigned.

Presser Gets Weathers

E. J. Presser & Co., Charlotte, N.C., has been appointed to handle

advertising for Weathers Industries, Barrington, N.J., builder of hi-fi components and systems.

MAILING LISTS—SPORTSMEN

Current 22,000 Texas Sportsmen. Fishing and hunting. Typed on gummed stickers. \$12.00 per 1,000. Box NK, 123 Auditorium Circle, San Antonio 5, Texas.

SPREADING THE NEWS

SINCE 1922



(America's First Engraver)

by DAY and NIGHT

REVERE PHOTOENGRAVING CO.

WAbash 2-8816

712 FEDERAL STREET • CHICAGO 5, ILLINOIS



ART DIRECTORS! THUMBS UP!

Attention, directors of art! Give pause and consider the fruits of your labors. Take your latest masterpiece, for example. Stopper. Creative. Client-approved. But will it be seen in the magazines? Are you sure?

All media talk big about themselves. It's time somebody spoke up for the neglected art director and his ad. Take heart! At last you've got a patron.

The Saturday Evening Post, with Alfred Politz' help, made a new media study with your ad in mind—the Ad Page Exposure Study. It proves, for the very first time, that the page carrying your ad—the one you laid out and nursed along—will be exposed to readers of the Post 29,456,000 times. That's for sure!

Don't go putting any high pressure on your media director. Drop subtle hints. He already knows the Ad Page Exposure power of the Post and is well aware of the explosive artistic temperament. He won't do anything to cross you.



**NEW JERSEY'S
FABULOUS
RARITAN
VALLEY**

NOW!

125,634
POPULATION
IN NEW
ABC CITY ZONE

SELL THEM
THROUGH

THE HOME NEWS
DAILY SUNDAY
NEW BRUNSWICK, NEW JERSEY
SERVING OVER 40,000
RARITAN VALLEY FAMILIES

Brettner to Report on Direct Mail at Circulation Seminar

CHICAGO, July 1—An informative program is being rounded into shape for the third annual Circulation Seminar for Business Papers, scheduled for the Edgewater Beach Hotel Aug. 13 and 14.

Lawrence Brettner, circulation director of American Aviation Publications, will present a report based on a mail survey of business paper circulation directors which gathered samples of current circulation promotion material. Business papers, he feels, need to get out of the direct mail promotion rut, in view of increased

postal rates and tightened business conditions.

The circulation seminar is sponsored by Advertising Publications Inc. in cooperation with the Chicago Circulation Roundtable and leading business paper associations. It is designed to help circulation directors solve problems connected with direct mail promotion, subscription fulfillment and personnel.

Reservations (\$20 for the two-day seminar) can be made through Mike Hartenfeld, seminar chairman, 200 E. Illinois St., Chicago. #



Lawrence Brettner

Kennedy Sinclair Moves

Kennedy Sinclair Inc., trust advertising and sales training company, has moved into new modern quarters at 120 Valley Rd., Montclair, N.J. The agency began in 1930 with offices in New York.

Babb Resigns as Chairman

Jervis J. Babb has resigned as chairman of the board of Lever Bros., New York. President William H. Burkhardt has assumed the



FRANKLIN C. WHEELER has retired as exec vp of Cunningham & Walsh, San Francisco, but will continue as a consultant and a member of the agency's board. He was president of Brisacher, Wheeler & Staff until it merged with C&W in 1957.

additional responsibilities of chairman. Mr. Babb continues as a director of the company.

Car Buyers' Gripes Up 19% Over 1957, N.Y. BBB Reports

(Continued from Page 3)
ers Assn. handbook.

"A BBB investigator, visiting the dealer in response to the ad, was told that the NADA handbook value of the car he intended to trade in was \$496. The advertised car, he was told, sold for \$3,883.95 and he could purchase it, with a deduction of double \$496, at \$2,891.95, plus excise and sales tax.

"When the investigator asked for a straight transaction deal, without any trade-in, he was told he could purchase the car for \$2,891.95—plus an extra \$250.

"Mr. Jackson pointed out that the firm therefore was offering the investigator only \$250 for his trade-in, not double but only half of the \$496 called for by the very handbook the ad said would determine the double trade-in allowance. In addition, the BBB investigator was informed that the trade-in would have to be examined and appraised and that the cost for any necessary repairs would be deducted from the trade-in allowance." #

Prune Advisory Board Plans Print Ads, Europe Push

The 1958-59 California Prune Advisory Board has announced its programs for the marketing season beginning Aug. 1, 1958. The board, at its annual policy meeting, approved a \$572,760 budget, to be divided among domestic advertising, public relations and education, merchandising and promotion, export advertising, research and board administration.

Domestic advertising plans call for magazine and tv ads. Plans for another European advertising campaign will soon be developed. The board's public relations will again be handled by Flanley & Woodward, New York. Research projects include a dried fruit program conducted by the University of California and U.S. Department of Agriculture and a continuing survey of consumer purchases of selected fruits and juices. Botsford, Constantine & Gardner, San Francisco, handles the board's advertising.



"GEE! I'M GOING
TO TRY THAT CANDY!"

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE" in your Chicago sales with

WGN-TV

Channel 9—Chicago

Do Your Business Where Business Is Being Done

Phoenix retail sales up 6.8% . . . bank debits up 12.9%

You can reach 60.8% of all Arizona families in Arizona's largest morning and evening newspapers

THE ARIZONA REPUBLIC

The Phoenix Gazette

National Representatives — Kelly-Smith Company

Department Store Sales . . .

Sales Drop 9% in Week Ending June 21

WASHINGTON, July 2—Department store sales for the week ending June 21 were 9% down from the comparable week last year, according to the Federal Reserve Board. For the first four months the over-all loss was 4%.

Of the 12 FRB districts, only two showed an increase in the week ending June 21 over the previous year. They were Atlanta, up 2%, and Kansas City, up 3%. The districts showing a decrease were Boston, 8%; New York, 7%; Philadelphia, 18%; Cleveland, 13%; Richmond, 13%; Chicago, 15%; St. Louis, 11%; Minneapolis, 5%; Dallas, 2%, and San Francisco, 2%.

Sales for the weeks ending June 21 and June 14 compared to 1957 break down as follows:

Federal Reserve District, Area, and City	% Change from '57	
	Week Ending June	June
UNITED STATES	-1	-9
Boston District	-2	-8
Metropolitan Areas		
Boston	-2	-6
Downtown Boston	-6	-4
Suburban Boston	+4	-9
Cambridge	+11	-16
Quincy	+6	-8
Lowell	-13	-23
City		
Springfield	-3	-12
New York District	+3	-7
Metropolitan Areas		
Buffalo	-1	-6
New York-N.E.		
New Jersey	+3	-7
Newark	-5	-16
New York	-1	-9
Rochester	0	-3
Syracuse	0	-15
Philadelphia District	-5	-18
Metropolitan Areas		
Wilmington	+6	-17
Trenton	-5	-9
Lancaster	+5	-5
Philadelphia	-7	-19
Reading	-2	-19
Scranton	+1	-13
Wilkes-Barre-Hazleton	+3	-18
Cleveland District	-2	-13
Metropolitan Areas		
Lexington	+2	-17
Akron	-7	-17
Canton	-7	-22
Cincinnati	+5	-8
Cleveland	-4	-14
Downtown Cleveland	-13	-19
Columbus	+2	-9
Springfield	-13	-19
Youngstown	-11	-27
Erie	-5	-14
Pittsburgh	+3	-10
Wheeling-Steubenville	+4	-16
Richmond District	+3	-13
Metropolitan Areas		
Washington	+7	-13
Downtown Washington	+3	-14
Baltimore	+1	-13
Downtown Baltimore	-2	-14
Richmond	+2	-20
Atlanta District	+2	+3
Metropolitan Areas		
Birmingham	-1	-11
Mobile	-8	-6
Jacksonville	-8	+9
Miami	-2	+16
Downtown Miami	-4	+15
Atlanta	+14	-5
Augusta	+2	-3
New Orleans	-7	-1
Knoxville	+5	+6
City		
Tampa	+24	+27
Chicago District	-2	-15
Metropolitan Areas		
Chicago	-4	-13
Indianapolis	-8	-18
Detroit	+3	-20
Grand Rapids	-4	-14
Milwaukee	-1	-16
St. Louis District	+5	-11
Metropolitan Areas		
Little Rock	-6	-9
Louisville	-1	-19
St. Louis	+11	-8
Memphis	-6	-17
Minneapolis District	-3	-5
Metropolitan Areas		
Mpls.-St. Paul	-3	0
Mpls. and Suburbs	-3	0
St. Paul	-4	-1
Cities		
Duluth-Superior	-6	-7
Kansas City District	-1	+3
Metropolitan Areas		
Denver	-2	+3
Topeka	+2	+7
Wichita	-5	-2
Kansas City	-6	-4
St. Joseph	-10	-6
Albuquerque	+4	+16
Oklahoma City	-6	+7
Tulsa	+12	+15
City		
Joplin	+3	-14
Dallas District	-6	-2
Metropolitan Areas		
Dallas	-8	-3
El Paso	+10	+10
Fort Worth	-5	-7
Houston	-10	-6
San Antonio	-8	+3

San Francisco District	-1	-2
Metropolitan Areas		
Los Angeles-Long Beach	-1	-4
Downtown Los Angeles	-10	-3
Westside Los Angeles	+1	-6
Sacramento	-6	-8
San Diego	-3	-2
San Francisco-Oakland	+4	+2
San Francisco City	+1	+2
Oakland	-2	-6
Portland	-1	0
Salt Lake City	+2	-1
Seattle	-2	-8
Spokane	+1	+6
Tacoma	+2	-8

Revised. *Data not available.

Sorenson Boosts Woram; Appoints Chirurg Agency

Sorenson & Co., Norwalk, Conn., manufacturer of electronic power supplies, has promoted Charles Woram from director of market research to marketing coordinator of advertising, sales promotion, marketing research and public re-

lations. Sorenson also has named James Thomas Chirurg Co., New York, to handle advertising for its Beta electric division. Smith, Winters, Mabuchi previously had the account.

Compton Boosts Goebel in San Francisco Realignment

Compton Advertising has appointed Richard E. Goebel manager of its San Francisco office in a "realignment of responsibility." Mr. Goebel, who joined the agency in June, succeeds Norman E. Mork. Compton said Mr. Mork has retired.

Compton also has named John A. Nelson, formerly with McCann-Erickson, to succeed Lyn Gross as media director. Mr. Gross will join Guild, Bascom & Bonfigli as a media director. In other changes, Compton has transferred Sid Rendely from the New York office to the San Francisco creative staff, and Helen Ennis has left the San Francisco copy staff.

Ads Mailed to Doctors Diminish, Clark-O'Neill Says

(Continued from Page 3) 251 drugs were supported by eight or more mailings, and 57 showed up in the mail 20 or more times. Topping the promotional list was a drug which got 69 mailings during the year. There were 156 drugs supported by only a single mailing in the year.

Once again, more than 60% of the mail was in the form of self-mailers—post cards, mailing cards and fold-overs. The 10 largest advertisers promulgated 38% of the mailings; they were responsible for 45% in the previous year. Tranquilizers succeeded vitamins as the most heavily promoted products, accounting for 8% of the

physician's mail; vitamins slipped from first place (8.6%) to third (6.2%); cardiovascular drugs accounted for 7.6% of the volume. #

Isodine Names Brod VP Howard Brod, formerly manager of Isodine Pharmaceutical Corp., New York, has been named vp of the company. Isodine is a subsidiary of International Latex Corp.



Marie does it FASTER...

complete mailings, multi-graphing, mimeographing, addressing, fill-in on multigraphed letters, planographing.

Marie keeps your Mailing List up-to-date, frees you from detail work. For rush pick-up, quick service and fast delivery CALL WAbash 2-8635.

The Letter Shop Inc.
431 S. Dearborn Street, Chicago 5, Ill.



Intaglio Vice President and National Sales Manager Richard T. Habel, seated, and New York Sales Manager Charles T. Cox

The same in Manhattan or Maine!

Gravure quality today is the same in Manhattan or Maine—and the printer of publications is no longer at the mercy of the map!

Intaglio, more than two decades ago, brought finest quality and uniformity to gravure processing . . . and it has since maintained and augmented standards.

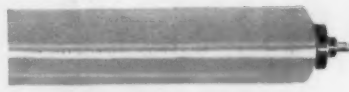
The pioneer servicer for the largest magazines and newspaper supplements, Intaglio has built reputation and stature by devising new and better techniques . . . developed much of its own advanced equipment . . . leads in research. Intaglio holds the original charter membership in Gravure Research, Inc!

Our craftsmen work to the highest professional standards. They have the experience, skill, and patience to do the

job right. With the costs of make-ready, paper, and space what they are, only the best processing is good enough!

In gravure production, Intaglio takes over all responsibilities and headaches. We start with your art, layout, and copy . . . make color separations and full value positives . . . and supply high fidelity proofs for the approval and guidance of the publication printer.

Four hundred skilled craftsmen in our three strategically located plants in New York, Chicago, and Detroit . . . mean faster service and closer delivery. And we process top quality gravure packages, labels, cartons, and wrappings for the packaging trade. Our six offices are at your service. Call Intaglio today!

 **Intaglio Service CORPORATION**

America's First Gravure Servicers
305 East 46th St., New York, New York—731 Plymouth Court, Chicago—
1828 Lewis Tower Bldg., Philadelphia—Intaglio-Cadillac, Inc., 40 Hague Ave., Detroit—
369 Pine St., San Francisco—1932 Hyperion Ave., Los Angeles—2264 Bogen St., Cincinnati



THE DENVER

The Voice of the Rocky Mountain Empire
Denver, Colo.—Climate Capital of the World

Vol. 66, No. 264

DENVER AREA SALES

Empire States Tops in Growth

U. S. Figures Show Gains

Lowry AFB Named Site For Titans

Lowry Air Force Base bombing range southeast of Denver has been named as the first launching site for the Titan intercontinental ballistic missile.

The announcement by the Air Force in Washington, D. C., said choice of the 65,000-acre range would also enable Lowry to be used as a support base for the missile-launching facilities.

Official confirmation of reports carried in The Denver Post for several months said the bombing range would become an ICBM base specifically for the Titan, which is made by the Martin Co. near Littleton.

Announcement of the Titan base came shortly after Sen. Gordon Allott (R) of Colorado disclosed Air Force plans to build research and development facilities for nuclear-power aircraft and missile engines at Rocky Mountain Arsenal.

Allott said at a press conference Tuesday night in Denver that transfer of 1,770 acres of arsenal land northeast of the city from the Army to the Air Force has been requested to Congress.

FIFTH BASE

The Lowry range site will become the fifth ICBM base in the nation.

The Atlas bases, which have above-ground launching pads, each will cost an estimated \$25

McNichols Signs Record Budget For Road Work

Gov. Steve McNichols has signed a record Colorado road-building budget of \$83,781,000.

The new program sets aside \$68,468,000 for actual highway construction, the largest one-year program in state history.

The remainder of the budget is for maintenance, administration and other nonconstruction expenses.

Largest single item in the fiscal 1958-59 program is \$4 million earmarked for buying right of way for the E. 46th Ave. elevated freeway from the Valley Highway to Colorado Blvd., which will become part of the federal interstate system. When completed, this project will cost an estimated \$15 million.

The new budget also earmarks \$900,000 for six-laning Colorado Blvd. from E. 42d Ave. to E. 3d Ave.

McNichols made no changes in the budget approved last Monday by the State Highway Commission. He had the power to veto specific projects.

Firm Awarded \$5.5 Million Job

A \$5.5 million contract to produce Denver-developed electronics equipment for the Falcon air-to-air guided missile has been signed by the Hamilton Instrument Division, 5800 E. Jewell Ave.

The order was placed with the Denver firm by Hughes Aircraft Co. of Los Angeles.

The U. S. Department of Commerce has released new statistics underlining the explosion of growth in both population and industry throughout the Rocky Mountain states since the end of World War II.

The statistics, covering the period from 1946 through 1957, show that the eight Mountain states rank first among the eight census regions of the country in average rate of growth in 24 categories of business activity.

The states covered by the new report include Colorado, New Mexico, Utah, Wyoming, Montana, Idaho, Nevada and Arizona.

The figures were made public by Charles E. Brokaw, the department's manager of field services in Denver.

"The fastest - in - America gains recorded in the business field by the eight states clearly illustrate the trend to the West which has been so pronounced and which is continuing," Brokaw said. "The Pacific Coast region, which ranks second only to the Mountain region in rate of growth in 24 fields of business endeavor, is a further confirmation of this trend."

In one-half of the categories studied by the U. S. Department of Commerce, Brokaw said, the rates of gain in Colorado and its neighboring states exceeded 100 pct. during the last decade.

They ranged from 115 pct. in the number of motor vehicles in operation and the number of telephones in use to 547 pct. in the value of engineering construction contracts.

Brokaw said the dollar value of construction contracts in the eight-state area showed an increase from \$174 million in 1946 to \$1.13 billion in 1956.

Other sizable Western increases listed by Brokaw included these:

Passengers carried by airlines, up 229 pct.; service trade receipts, up 272 pct.; value of minerals produced, up 172 pct., and life insurance in force, up 177 pct.

The Mountain region ranked first in the report of increase in the number of new industrial and commercial firms, value added by manufacture, population gain and federal purchases of goods and services.

The area ranked second in the nation in percentage of increase for the same period in bank deposits, manufacturing employment, manufacturing payrolls, number of new manufacturing plants, wholesale sales and gross personal income.



Room

Looming high completed 32 ties. When co 1958 wheat L. Malo, boc brings the fir is building r

Pos Cor

The c Terminal awarded t Word eral Arthu (R) of Co of Denver the lowes

It involves mass production of an airborne signal data record-

Record Wheat

SET RECORD

'57 Total 23% Over Par in U.S.

By WILLARD HASELBUSH
Denver Post Business News Editor

Retail sales in the Denver metropolitan area skyrocketed to a new record of \$1,115,309,000 during 1957, it was disclosed in a survey of buying power released by Sales Management, New York-published magazine of marketing.

The total—second \$1 billion-plus year in a row—was a gain of 6.4 pct. over 1956. That compares with an average national retail sales gain of only 3.9 pct. for 1957.

The survey provided dramatic new proof of Greater Denver's continuing business and population boom.

Sales Management said total sales in the four-county metropolitan area were 23 pct. above average volume for a market of Greater Denver's population.

Food sales in the metropolitan area gained 11.1 pct. in 1957 to a new high of \$252,213,000. Furniture and household appliance sales were reported up 6.6 pct. to \$61,960,000, eating and drinking sales up 5.4 pct. to \$75,594,000 and general merchandise sales up 3.4 pct. to \$177,667,000.

The survey showed that the 169,900 families living within the Denver city limits as of Jan. 1 had an average effective buying income during 1957 of \$6,267 per



for 1 Million Bushels of Wheat
Denver Post Photo by Cloyd Teier
to Brighton is this nearly

in the sky north of Denver beside the highway to Brighton is this nearly unit addition to the Intermountain Elevator Co. mill completed by July 1, the mill is expected to be the largest of its kind in the world. The chairman of the board is C. H. Leavell & Co., Denver. The new facility is located on the north side of Denver.

contract for construction of a new annex at 15th and W. Denver. The contract was awarded to C. H. Leavell & Co., Denver. The award came from Post Office Building at Summerfield to U.S. Sen. Gordon Allott, Colorado and U.S. Rep. Byron G. Rogers (D). The Leavell firm's bid of \$6,859,000 was one of the six recently submitted. The new building will be built by the Leavell firm at Rocky Mountain. The project will cost an eventual \$65 million and will employ about 3,000 men.

CIRCULATION

Evening, except Saturday . . . 251,880
Sunday 338,237
Empire Magazine and Comics. 369,905

A.B.C. Publisher's Statement
March 31, 1958

Editor and Publisher: PALMER HOYT
Represented Nationally by:
MOLONEY, REGAN & SCHMITT, INC.

one of America's Great Newspapers
with the power to move mountains
... of merchandise

dent of the club, said any yard in Thornton or the immediate vicinity is eligible for the contest. Prizes will be lawn and nursery tools or plants.

New Mail Order Catalogs List Lower Prices

(Continued from Page 3)

.8% below those of fall, 1957, Sears said.

Three of the "big four" also reported that to date catalog sales are ahead of last year. Sears said sales were "a little ahead." Montgomery Ward & Co. reported sales 7% ahead of last year, and Spiegel reported for the first five months of 1958 sales were 8.72% ahead of the same period in 1957.

Aldens Inc. told AA its sales from Feb. 1 to the present were 3% to 4% down from the same period last year, but the company hopes to make up the loss in the traditionally high volume season in the fall.

Montgomery Ward reports its prices in the new catalog average 2½% below those in its catalog a year ago. Spiegel says its price levels average from 3% to 3½% lower, and Aldens reports average price cuts of approximately 3½% from spring levels and almost 4% below last fall.

Each company takes a survey of between 1,000 and 2,000 items carried in the catalogs to determine the average price differences. In the Sears survey of 2,318 items, 546 items went up in price from the catalog a year ago, 1,085 items remained the same price, and 687 items were priced lower.

■ The new 1,562-page Sears catalog (Chicago edition) is the largest to be issued by Sears in the past 37 years, and it will have a record circulation of nearly 9,000,000 copies, almost 1,000,000 more than a year ago. The 1921 catalog, largest ever published by Sears, had a few more pages. Each of the new catalogs costs Sears \$1.71 to produce, according to the company, resulting in a total cost of about \$15,390,000.

Among the Sears lines showing reductions are home furnishings, down 2.1%; automotive, sporting goods and farm items, down .6%; wearing apparel, reduced 1.6%, and home modernization, hardware, electrical goods and housewares, down 2%.

MEET THE MUNICIPAL MARKET

**MAYOR
MANAGER**

These mayors and city managers, 7,500 strong from coast to coast, are heavy spenders in the municipal market. Your sales message in their quarterly magazine can help them make better investments of public funds. Give them your facts and figures!

**LAW
AND
ORDER**
BPA NBP

This monthly textbook on law enforcement commands the respect and attention of more police chiefs and executives everywhere. Its focused issues can spotlight your products and services for this field and help you make volume sales. 5 year success record. 11,325 audited circulation!

**MAYOR and MANAGER
LAW and ORDER**

72 West 45th Street • New York 36, N.Y.

Sears says the only merchandise group showing any price increase are major home appliances, which are up .5%.

Women's fashions continue to play a prominent part in the Sears book, with 150 pages devoted to women's apparel. Among new merchandise items listed for the first time are a free-standing fireplace, a line of parts and accessories for imported and sports cars and ceramic floor tile which can be installed by the homeowner.

■ Montgomery Ward is distributing 6,000,000 copies of its 1,092-page book. Its catalog a year ago had 2,128 pages.

Paul M. Hammaker, Wards' exec vp, said the Ward catalog customers in metropolitan areas have been increasing each year and now outnumber those in rural areas by a ratio of three to two. Sears, too, told AA its volume trend is toward urban sales. Ward told AA that one-third of its busi-

ness is through its catalog. Of the catalog volume, two-thirds is done through catalog stores or by phone, leaving only about 12% of the total Ward business handled by mail.

Ward's new catalog, Mr. Hammaker said, "reflects the increasing emphasis men and women are placing upon fashions, beauty and health by featuring more high fashion apparel, a page of dietetic foods and 10 pages of cosmetics, beauty aids and vitamins."

Among the items offered by Ward for the first time are a six-speaker stereophonic high fidelity phonograph for \$349.95; accessories for sports and foreign cars, and a miniature hearing aid.

■ The new Spiegel catalog contains 584 pages, four pages more than a year ago. "Several million" copies are being distributed, the company said. Women's coats and suits are priced approximately 10% under last fall's lines, "reflecting a decrease in both woolen and synthetic fabric markets."

Spiegel told AA that the bulk of its items are the same price, a few items are higher, and a number are sharply decreased, as reflected in the average price decrease.

Among new items offered by Spiegel are lingerie designed for the chemise fashions, a disappearing antenna for car radios, reclining chairs with built-in vibrators and ultra-violet lamps.

■ Aldens is distributing about 2,000,000 copies of its 692-page catalog. Although the Aldens book is about 100 pages smaller than last year, more items are included on each page, so that the number of items offered is about the same.

Aldens also has eased its credit terms, with lower monthly payments and extended payout periods on purchases up to \$90.

New items in the Aldens book include women's shoes with an unbreakable heel, a new line of wash-and-wear shirts for men and women's fashions in the "new, relaxed look." #

Pritchard Succeeds Price as GOA Atlanta Manager

Jack Pritchard has been named manager of the Atlanta branch of General Outdoor Advertising Co., succeeding Lester M. Price, who is retiring, but will continue in a consulting capacity with GOA. Mr. Pritchard joined GOA in 1946 and has managed branches in Danville and Decatur, Ill., and South Bend, Ind. Mr. Price, who began his outdoor advertising career as a sign painter, has been with GOA and its predecessors nearly 50 years.

Sales Handbook Revised

A revised edition of the "Handbook of Sales Training," designed by the National Society of Sales Training Executives, has been published by Prentice-Hall, New York. The booklet covers various aspects of the sales training field, from selecting trainers and trainees to setting up the program and explaining training techniques.

NOW
CBS
BASIC

**Edward E. Wagner,
API Art Director,
Is Dead at 56**

CHICAGO, July 1—Edward E. Wagner, 56, art director of Advertising Publications Inc., publisher of *ADVERTISING AGE*, died of a coronary ailment June 28 at Michael Reese Hospital here, following a short illness.



E. E. Wagner

He joined API's art department in March, 1954, and became art director in June, 1955. He directed design, layout and art work for all three API publications—*ADVERTISING AGE*, *Advertising Requirements* and *Industrial Marketing*.

From 1942 to 1953, when he

lived in Eureka Springs, Ark., he worked as a free lance artist for, among others, the University of Arkansas, Democrat Printing & Lithographing Co. and the Arkansas Power & Light Co., Little Rock. His design of the utility's 1952 annual report won for the company the Reddy Kilowatt Award for report design excellence, in competition with major power companies in the country.

Earlier, from 1939 to 1942, he worked for Traver Corp., Chicago packaging and labeling producer.

HENRY G. RITER

MONTCLAIR, N. J., July 1—Henry G. Riter III, 65, director of corporate relations of McGraw-Edison Co., former board chairman of Copperweld Steel Co., and president of the National Assn. of Manufacturers in 1955, died yesterday at Community Hospital here as a result of complications following an operation for appendicitis.

Born in Philadelphia, Mr. Riter entered the brokerage business



20° Cooler Inside!

FOUR ROSES



ONCE AGAIN WHAT MAKES AN IMPROVED IMPROVEMENT IN MARGARINE FLAVOR?

NEW SWEET CHILLED PARKAY MARGARINE

CHILLING RESEMBLANCE—The Parkay ad at the right, plus some clover, which Four Roses made familiar as a setting for its product and for its floral brand symbol, which ran in the *Chicago Tribune Magazine* June 29, makes use of the same block of ice for its product,

there at the age of 16. He joined the New York office of Dillon, Read in 1927, at the suggestion of the late James V. Forrestal, former

Secretary of Defense. In 1933, Mr. Riter organized his own investment company. In 1942 he became chairman of the board of Copperweld; he also helped organize Thomas A. Edison Inc., which was set up to consolidate the inventor's enterprises and to manufacture his inventions.

In 1944 Mr. Riter persuaded Charles Edison, son of the inventor, and former governor of New Jersey, to offer the company's stock to the public. Mr. Riter became a director of the company and was named chairman of the executive committee and in 1950 was elected its president. He started an expansion program that increased sales from \$30,000,000 to \$41,000,000 in three years. When the company was merged with McGraw Electric Co. in 1957 to form the present McGraw-Edison Co., Mr. Riter was named director of corporate relations.

Mr. Riter was named to the board of NAM in 1951 and was elected president in 1955.

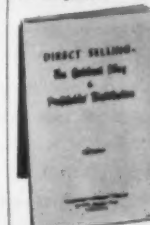
IPRA Elects Lipscomb

Ed Lipscomb has been elected president of the International Public Relations Assn. Mr. Lipscomb, public relations director, National Cotton Council of America, is the first American to be elected to the post. He succeeds Odd Medboe, Oslo, Norway, public relations director, Scandinavian Airlines.

WHAT DO YOU KNOW

about **DIRECT SELLING?**

... the \$9½ Billion Industry Which is Attracting More Companies Who Want a New, Fast, Inexpensive Way to Expand



FASCINATING FACTS BOOKLET FREE

If your product or service lends itself to personal selling and demonstration—whether in the home, office, store, factory, institution, etc.—it will pay you to investigate the booming **DIRECT SELLING FIELD**. Manufacturers and agency executives are often amazed to learn how easy and inexpensive it is to move merchandise in big volume through direct selling—in ALL 48 states and Canada. Send your letterhead for free copy of fact-filled booklet, "DIRECT SELLING—The Quickest Way to Profitable Distribution". It will prove an eye-opener! No obligation.

Salesman's OPPORTUNITY

CHICAGO, 950 N. Dearborn St., Chicago 10
NEW YORK, 50 E. 42nd St., New York 17
LOS ANGELES, 2412 W. Seventh St., Los Angeles 6

LEADER OF THE FIELD FOR 35 YEARS

WHTN



TV

HUNTINGTON, W. VA.
CHARLESTON, W. VA.
The **SELL**ibrated
(and only full powered)
station of the
GOLDEN VALLEY
(Central Ohio)

Everybody wins on this one! We're proud to be part of the great CBS basic network.
554,697 TV homes in the entire Golden (Central Ohio) Valley (5 prime cities, 83 counties, in three states) covered by our powerful 316 kw. and 1000 ft. tower will now be able to enjoy CBS' top-rated shows!
Current **WHTN-TV** advertisers, already winning substantial audience increases month in and month out, will now have the entree to many thousands of additional (loyal CBS) TV homes, at no additional cost!
And new **WHTN-TV** advertisers will get the time buy of all time... one of the lowest cost-per-thousand rates available anywhere... because our rates have not gone up in proportion to our tremendous growth.
Get the dollars and cents story **right now** from Petry.

AMA Chapter Elects Wilson
Dr. Clark L. Wilson, psychologist and president of Management & Marketing Research, has been elected president of the Southern

California chapter, American Marketing Assn. Also elected were Charles G. Brown, market research director, Carnation Co., 1st vp; James Lewis, manager, research

department, Los Angeles Chamber of Commerce, 2nd vp; James Williams, Purex Corp. Ltd., secretary for national affairs; Earl Timmons, Stromberger, LaVene, McKenzie, treasurer; and secretary for chapter affairs is Elizabeth Carberry.

ABSOLUTELY UNIQUE?

or, just how unique can you get?



Take *Farm Store Merchandising*. It's the only publication with complete, exclusive service to more than 30,000 farm store owners. So, if *Farm Store Merchandising* isn't absolutely unique, what is?

For information, see BPRD Classification 44A or write:

FARM STORE MERCHANDISING
THE MILLER PUBLISHING CO.
Box 67 Minneapolis 40, Minn.

'McCall's' Boosts Layefsky

Sidney Layefsky, formerly manager of market research and media analysis of *McCall's*, New York, has been promoted to research manager of the magazine. He succeeds Arnold Roisman, who has been named sales development manager. Mr. Roisman replaces William Mullen, who has taken an extended leave of absence.

Erwin Wasey Appoints Turley

Jack Turley has been appointed a senior account executive of Erwin Wasey, Ruthrauff & Ryan, Los Angeles. Mr. Turley, formerly a radio-tv producer and account executive of Leo Burnett Co., Chicago, will handle radio and tv activity on the Carnation evaporated milk account.

Nielsen Network TV Two Weeks Ending May 24, 1958

Copyright by A. C. Nielsen Co.

Nielsen Total Audience*

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	18,275
2	Tales of Wells Fargo (American Tobacco, Buick, NBC)	15,652
3	I've Got A Secret (R. J. Reynolds, CBS)	14,405
4	Have Gun, Will Travel (Whitehall, Lever, CBS)	14,018
5	Danny Thomas Show (General Foods, CBS)	13,674
6	Phil Silvers on Broadway (CBS)	13,416
7	Red Skelton Show (Pet Milk, S. C. Johnson, CBS)	13,201
8	Perry Como Show (Several sponsors, NBC)	13,201
9	Twenty-One (Pharmaceuticals, NBC)	13,115
10	GE Theater (General Electric, CBS)	13,072

PER CENT OF HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	43.6
2	Tales of Wells Fargo (American Tobacco, Buick, NBC)	37.3
3	I've Got A Secret (R. J. Reynolds, CBS)	34.1
4	Have Gun, Will Travel (Whitehall, Lever, CBS)	33.6
5	Danny Thomas Show (General Foods, CBS)	32.5
6	Phil Silvers on Broadway (CBS)	32.2
7	GE Theater (General Electric, CBS)	31.9
8	Red Skelton Show (Pet Milk, S. C. Johnson, CBS)	31.8
9	Perry Como Show (Several sponsors, NBC)	31.4
10	Twenty-One (Pharmaceuticals, NBC)	31.4

Nielsen Average Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	17,415
2	Tales of Wells Fargo (American Tobacco, Buick, NBC)	14,319
3	Have Gun, Will Travel (Whitehall, Lever, CBS)	13,201
4	I've Got A Secret (R. J. Reynolds, CBS)	13,115
5	Danny Thomas Show (General Foods, CBS)	12,728
6	Twenty-One (Pharmaceuticals, NBC)	12,169
7	Red Skelton Show (Pet Milk, S. C. Johnson, CBS)	12,083
8	GE Theater (General Electric, CBS)	11,782
9	Alfred Hitchcock Presents (Bristol-Myers, CBS)	11,739
10	December Bride (General Foods, CBS)	10,750

PER CENT OF HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	41.5
2	Tales of Wells Fargo (American Tobacco, Buick, NBC)	34.1
3	Have Gun, Will Travel (Whitehall, Lever, CBS)	31.7
4	I've Got A Secret (R. J. Reynolds, CBS)	31.1
5	Danny Thomas Show (General Foods, CBS)	30.3
6	Twenty-One (Pharmaceuticals, NBC)	29.2
7	Red Skelton Show (Pet Milk, S. C. Johnson, CBS)	29.1
8	GE Theater (General Electric, CBS)	28.7
9	Alfred Hitchcock Presents (Bristol-Myers, CBS)	28.3
10	Restless Gun (Warner-Lambert, NBC)	26.1

* Homes reached by all or any part of program except for homes viewing only one to five minutes.

** Homes reached during average minute of the program.

† Percented ratings based on tv homes within reach of station facilities and by each program.

SHE'S
in love
with you



It does your commercial little heart good, the way her eyes get soft and misty when she hears your name on **KOIN-TV**, in Portland, Oregon, and throughout 30 surrounding counties. The boys at CBS-TV Spot Sales carry tender tales of her eagerness to do your bidding... and of **KOIN-TV's** endearing ratings, and coverage too.

Jamaica Tourist Board Plans Cooperative Push

The Jamaica Tourist Board, British West Indies, has set up a cooperative advertising plan for airlines, travel agencies and hotel representatives servicing the Caribbean Islands. The campaign augments a \$170,000 ad program running April to September in newspapers, magazines and trade publications.

Under the new plan, the tourist board is matching, on a dollar-for-dollar basis, up to \$32,500 in space charges for ads running between June 22 and July 20. The ads must be placed in media approved by the tourist board and must feature the slogan of the board's regular campaign, "Go Now—to Jamaica." Charles Anthony Gross Advertising, Miami, is the agency for the board. The airlines, travel agencies and hotel representatives will use their own agencies to prepare and place their copy.

Scott Salesmen Win \$9,000

Scott Paper Co., Chester, Pa., has awarded a total of \$9,000 worth of prizes to 103 of its distributor salesmen who answered correctly questions put to them about Scott in the company's "It Pays to Know" contest. The top three prizes were \$500 each in Scott common stock.



**"GEE!" OUR PUP
GOES FOR THAT DOG FOOD!**

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with

WGN-TV
Channel 9—Chicago

The Bulletin publishes the largest amount of

R O P color advertising in Philadelphia

Gives advertisers prize-winning

reproduction—seven days a week

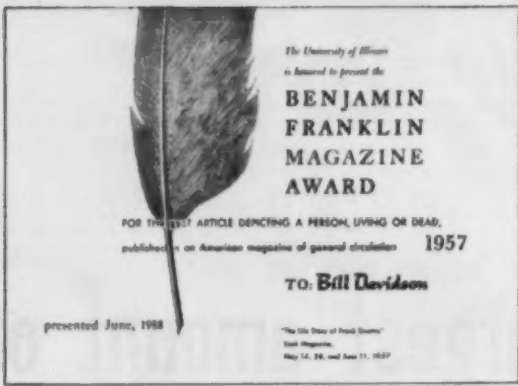
The Evening and Sunday Bulletin—winner of two first prizes in the 2nd Annual Newspaper Color Conference—provides advertisers additional selling power in the giant 14-county Greater Philadelphia market.

With some of the world's most modern color equipment, The Bulletin gives product messages increased vitality and greater realism. And you can get the added impact of R.O.P. spot and full color in The Bulletin—Evening and Sunday.

The Bulletin goes home . . . delivers more copies to Greater Philadelphia families every seven days than any other newspaper.

Advertising Offices: Philadelphia • New York • Chicago. *Representatives:* Sawyer Ferguson Walker Company, Detroit
Atlanta • Los Angeles • San Francisco • Seattle. *Florida Resorts:* The Leonard Company, Miami Beach.

IN PHILADELPHIA NEARLY EVERYBODY READS THE BULLETIN



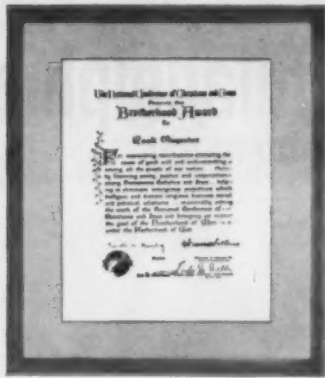
1958 Benjamin Franklin Magazine Award
"for the best article depicting a person"



1958 Education Writers Association Award
"for the outstanding article on education
in a general circulation magazine"



1958 George Polk Memorial Award "for outstanding
magazine reporting on foreign affairs"



1958 Brotherhood Award from the National
Conference of Christians and Jews "for
outstanding contributions promoting . . . good will"



1958 Freedoms Foundation Award "for
outstanding achievement in helping bring about better
understanding of the American way of life"



1958 National Press Photographers Association-
Encyclopaedia Britannica-University of Missouri Photography
Awards for magazine color and for magazine feature



1958 National Safety Council Award
"for exceptional service to safety"



1958 National Education Association Award "for
distinguished service in the interpretation of education"



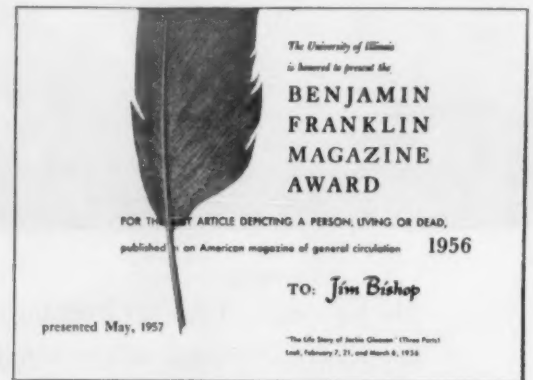
1957 National Headliners Club Award
"for the best news feature in a magazine"



1957 Education Writers Association Award
"for the outstanding article on education
in a general circulation magazine"



1957 Albert and Mary Lasker Foundation Award
"for the most outstanding magazine report
on medical research and public health"



1957 Benjamin Franklin Magazine Award
"for the best article depicting a person"

**YEAR AFTER YEAR, LOOK CAPTURES TOP MAGAZINE
THAT, ISSUE AFTER ISSUE, ATTRACT 27,900,000**

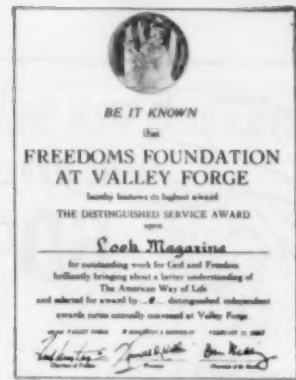
Pictured above are some



1957 Benjamin Franklin Magazine Award "for the most distinguished and meritorious public service by a magazine of general circulation"



1957 National Education Association Award "for distinguished service in the interpretation of education"



1957 Freedoms Foundation Distinguished Service Award "for outstanding work brilliantly bringing about better understanding of the American way of life"



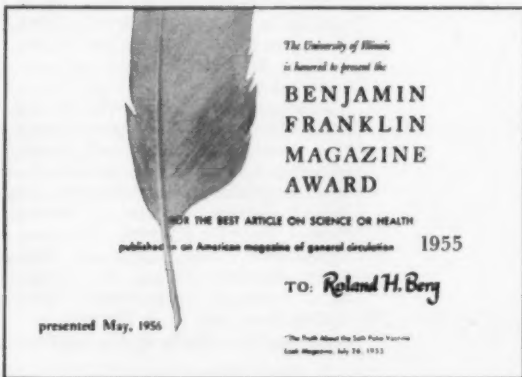
1957 National Press Photographers Association Joseph A. Sprague Memorial Award "for outstanding contributions to the cause of photo-journalism"



1956 Sigma Delta Chi Public Service Award "for courageous and objective presentation of subjects in the public interest"



1956 Sigma Delta Chi Reporting Award "for the best news story in a magazine"



1956 Benjamin Franklin Magazine Award "for the best article on science or health"



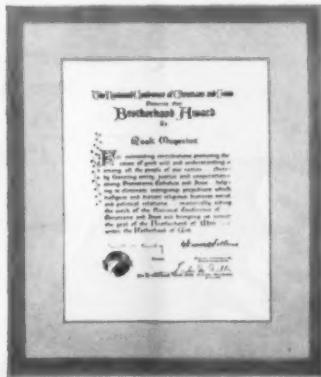
1956 Freedoms Foundation Award "for outstanding achievement in helping bring about better understanding of the American way of life"



1956 George Polk Memorial Award "for outstanding magazine reporting on national affairs"



1956 National Press Photographers Association-Encyclopaedia Britannica Photography Awards for magazine color and for magazine picture story



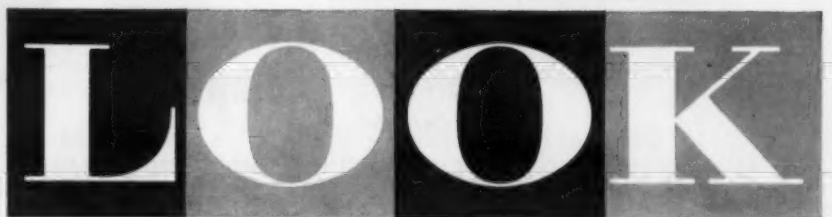
1956 Brotherhood Award from the National Conference of Christians and Jews "for outstanding contributions promoting . . . good will"



1956 National Education Association Award "for distinguished service in the interpretation of education"

AWARDS... REFLECTING THE IMPACT AND AUTHORITY READERS TO ITS PAGES

of the 84 major editorial awards won by LOOK in the past three years



the exciting story of people



in every market there is one dominant newspaper

IN HAVERHILL, MASS. IT'S THE **JOURNAL**

60% CITY ZONE COVERAGE
total city zone 16,037

HAVERHILL JOURNAL CIRCULATION
CITY ZONE 9,657

HAVERHILL GAZETTE CIRCULATION
5,526 OR ONLY 34%

The JOURNAL's First in Display Linage, Too!

Source: Media Records, May, 1958

Represented by

Shannon & Associates, Inc.

Chicago, New York, Cleveland, Detroit, Atlanta, San Francisco, Hollywood

'Time Canadian' Cuts Rates

The Canadian edition of *Time* has reduced its advertising rates retroactively with the issue of June 23 as a result of Canada's move to end the excise tax on gross ad revenues of Canadian editions of foreign magazines (AA, June 23). *Time* boosted its rates by about "one-half of the cost of the tax to the publisher." This amount, \$140 a b&w page, has been dropped and the page rate set at \$1,495.

Leifer Joins Knomark

Stanley J. Leifer, formerly vp of Dunnan & Jeffrey, has been appointed advertising manager of Knomark Mfg. Co., maker of Esquire shoe polishes. His duties include sales promotion and merchandising.

Ad Allowances Were to Meet Competition, Admiral Tells FTC

WASHINGTON, July 1—Admiral Corp., Chicago, has admitted that it may have given some retailers more favorable advertising allowances than their competitors, but it contended the payments were made in good faith to meet like payments of other appliance and tv manufacturers.

In reply to a complaint issued by the Federal Trade Commission, Admiral said further litigation over its discount and advertising allowance arrangements with retailers would be moot since it discontinued sales to retailers on Dec. 31, 1957, and has no intention of resuming them.

It said any FTC action forbidding it to continue customary business practices would be unfair since other industry members engaged solely in intrastate commerce could continue these practices without interference from the commission. #

Frederick Atkins Plans 14½-Page Ad Section

Frederick Atkins Inc., New York, store-owned buying and research organization, will run a 14½-page advertising section in the August issue of *Seventeen*—the largest ad the company has ever scheduled. The section will feature merchandise from 12 fashion and three hard goods manufacturers. The theme will be a double pennant labeled "Campus Bound," a symbol which will be used on all point-of-sale material also.

Products included in the ad are RCA Victor portable radios, Nor-elco electric shavers and Lady Sheaffer fountain pens. Ready-to-wear manufacturers featured are Jolee, Arthur Doctor, Navarre Frocks, Premier Knitting, Personal Sportswear, Abby Michael, Sue Brett, Barbara Dance, N. Farah, M. C. Schrank, Hollywood V-Ette, and Arthur Jay. C. J. Herrick Associates, New York, is the agency.

'Refresher' Wins Award

"The Refresher," Coca-Cola Co. publication, has been awarded first prize in an annual competition sponsored by the International Council of Industrial Editors.



"GEE! THIS IS SOME SMOKE!"

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE" in your Chicago sales with

WGN-TV
Channel 9—Chicago

Bad Shock Absorbers

TWO-COLOR WINDOW STREAMER AT ONE-COLOR COST

See how it's done?

Reproduced here, in miniature, is one of a series of six window streamers printed by S. C. Toof & Company, Memphis, for Heckethorn Manufacturing Supply Company, maker of Columbus Shock Absorbers.

When the printing of these streamers was ordered, it might have been only natural to use white paper. However, imagination was applied and canary-colored Beckett Offset was specified.

When forwarding samples, Mike Capadalis, Manager, Promotional Printing Sales, for S. C. Toof & Company, graciously wrote: "This job was designed exactly as outlined in your campaign—getting a two-color effect with one run through the press."

Whether you are planning a window streamer, poster, pamphlet, catalog sheet, or whatever, if you are seeking extra value, it will pay to consider printing in colored ink on colored paper. The added cost is negligible. Colored inks cost only a little more than black inks and colored papers only a little more than white papers of equal quality.

Here's an idea which, when applied to any press run, long or short, can result in tremendous economy, actually giving a two-color effect with one-color printing. Swatches of colored papers free on request.

the
beckett
paper
company



MAKERS OF GOOD PAPER IN HAMILTON, OHIO, SINCE 1848

Cause Wrecks!



LOUIS A. BANTLE, ad manager of U.S. Tobacco Co., New York, has been appointed vp in charge of sales and advertising, a new position, effective July 1. Mr. Bantle joined the company in 1929. In 1945, as West Coast manager, he was elected a director and vp.

Assn. of Ad Men & Women Names 'Ad Students of Year'

Loran Sheffer has been named the "outstanding advertising student in America for 1958" by the Assn. of Advertising Men and Women. Mr. Sheffer received his bachelor of science degree with an advertising major from the University of Notre Dame on June 1. Second prize went to Lavon Boyenger, Brigham Young University, and third prize to Robert Roos, Ohio Wesleyan. Mr. Roos is a native of Dutch Indonesia. He also won the Grey essay award during Inside Advertising Week. \$100 went to Mr. Sheffer's school and a plaque was awarded to him and his school. The second and third prize winners received certificates.

Mr. Sheffer has joined the advertising staff of the *Chicago Tribune*, where he is undergoing a course of sales instruction along with several June journalism graduates in the *Tribune's* classified advertising division. After the course, the students will be assigned a list of commercial contract advertisers.

New Quarterly Gives Rates

Advertising rates based on a b&w page in *Piece Goods Merchandiser*, a quarterly to be published Oct. 15 by McCall Corp., New York, will be \$500. The new publication will have a controlled circulation of 10,000 and will cover fabric market reports, suggestions for fabric displays, analyses of point of sale devices and other piece goods information. Advertising manager is H. James Mayer.

KPHO Promotes Two

KPHO and KPHO-TV, Phoenix, has promoted Howard Stalnaker, former assistant manager, KPHO-TV, to station manager of KPHO-TV. Gene Spry, former assistant manager of KPHO, has been named station manager of the radio station.

Leener Switches to Kellogg

Jack Leener, formerly an account executive with Stromberger, LaVene, McKenzie, Los Angeles, has joined the staff of Edward S. Kellogg Co., Los Angeles, in a similar capacity.

Legion Post Elects Officers

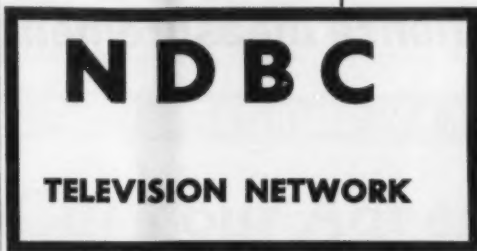
At the annual meeting and election of officers of American Legion Post 170, Chicago, Don Smith, Wesley Aves & Associates, was elected commander. Other officers are K. R. Peterson, Scheerer & Co., 1st vice-commander; Ralph W. Mockenhaupt, George S. McDevitt Co., 2nd vice-commander; Richard A. Bates, O'Mara & Ormsbee, 3rd vice-commander, and Irving D. Auspitz, Edward H. Weiss & Co., adjutant.

Kling Advances Stehney

Michael Stehney, formerly assistant general manager of Kling Film Productions, Chicago, has been elevated to exec vp and general manager. He succeeds Harry W. Lange, who has resigned.

Spick Joins Chapman-Nowak

Robert A. Spick, formerly with the Chicago office of Fletcher D. Richards Inc., has been named a copywriter of Chapman-Nowak & Associates, Syracuse.



National Representative:
Weed Television Co.

Minneapolis:
Bill Hurley
300 Reaneke Building

LOOKING FOR TOP MARKETS?

Take a look at KXJB-TV, Valley City-Fargo, one of the top 100 major television markets in the United States. (Top 100 TV Markets, Television Age, May 19, 1958). KXJB-TV covers all of the fertile Red River Valley in North Dakota and Minnesota, plus the southeastern third of the state! But that's not all—add KXJB-TV to the other Market Maker Stations of the North Dakota Broadcasting Company, KCJB-TV in Minot and KBMB-TV in Bismarck, and you get coverage of over three-fourths of the North Dakota market with one buy, one order, one contact!

It's a good buy, too! The North Dakota market is a rich one—farm families have \$1,000,000 a day more to spend than they had a year ago, and North Dakota farm families are right up in front with more spendable income.

Buy KXJB-TV, one of the top 100 markets, add KCJB-TV and KBMB-TV, and you have the triple-terrific Market Maker Stations of the North Dakota Broadcasting Company Television Network reaching the greatest percentage of all of the television homes in North Dakota. In the mid-west, you can't buy better.

KXJB-TV, Valley City; KCJB-TV, Minot; KBMB-TV, Bismarck

The Syracuse Market is... BIG



*15 Counties...with a
Population of 1,432,700
and....
Food Store Sales
of \$403,517,000*

Retail grocers used well over three million lines in the SYRACUSE NEWSPAPERS in 1957. The Syracuse Herald-Journal and Herald-American alone carried 1,419,940 lines of national groceries lineage, and ranked 12th among all the nation's newspapers in this category of advertising during 1957. No other combination of media reaches the big Syracuse market as effectively and economically as the Syracuse Newspapers.

WE INVITE your examination of an exciting new presentation which graphically portrays the remarkably efficient manner in which the circulation pattern of these newspapers matches the Central New York distribution territories of leading national advertisers and of local chains, wholesalers, jobbers and food brokers.



Phone Your Nearest Office of
MOLONEY, REGAN & SCHMITT

Syracuse is
America's No. 1 Test Market

the SYRACUSE NEWSPAPERS

HERALD-JOURNAL & HERALD-AMERICAN
Evening Sunday

THE POST-STANDARD
Morning & Sunday

CIRCULATION: Combined Daily 241,159

Sunday Herald-American 205,658

Sunday Post-Standard 109,060



Adam

**does
it!**

See page 80

In every one of its markets... for every one of its radio and TV stations... these audience measurements prove WBC leadership:

WBC WESTINGHOUSE BROADCASTING COMPANY
Audience Ranking as of June 16, 1958

RADIO				TELEVISION			
	PULSE	NIELSEN	HOOPER		ARB	METRO NIELSEN	TOTAL NIELSEN
WIND Chicago	1	1	1	KPIX San Francisco	A CBS Affiliate Tied for	1	1
KYW Cleveland	1	1	1	KYW-TV Cleveland	An NBC Affiliate	1	1
KDKA Pittsburgh	1	1	Non-Subscriber	KDKA-TV Pittsburgh	A CBS Affiliate	1	1
WBZ-WBZA Boston	2	1	Non-Subscriber	WBZ-TV Boston	An NBC Affiliate	1	2
WOWO Fort Wayne	1	No Service	No Service	WJZ-TV Baltimore	An ABC Affiliate	1	2
KEX Portland	1	Non-Subscriber	1				

WBC radio stations are programmed entirely locally

Leadership... regardless of TV network affiliation



Broadcasting is Basic. No Selling Campaign is Complete without the WBC Stations.

Your future is great in a growing America.



Advertising Age

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Now Is No Time to Cut Your Advertising Budget, Or Crawl in a Corner, Says Sylvania Chairman

"The company that crawls into a corner these days may never get out of it. The company that keeps slugging it out will be the first to come back, and you will take industry positions away from the guy who panicked when the going got a little rough." That's the word from chairman Don G. Mitchell of Sylvania Electric, one of the nation's largest national advertisers. He hammered home the theme that advertising is vital when selling is tough in a speech, reproduced here, at the 54th annual convention of the Advertising Federation of America June 11 in Dallas. And, if it's any help to you, he added: "You can go back to your companies and quote me to your bosses."

By Don G. Mitchell
Chairman of the Board and President,
Sylvania Electric Products, New York.

This business adjustment has a definite "put-up or shut-up" quality, as far as I am concerned, because industry has a terrific opportunity to prove that it can keep its own house in order and accelerate the recovery process. Although there are the usual number of weak sisters, most companies not only are taking it, but are slugging right back. And they're slugging back by taking a closer and harder look at their operations than at any time since the end of the war, so that they will be in that much better shape when this slump is over.

One area of the business that is getting an especially concentrated dose of realistic thinking is, of course, advertising. Everybody in this room is well aware of that. If for no other reason, it's a matter of dollars and cents, because when sales and earnings are down, that \$10 billion spent by business every year on advertising looks pretty big.

■ However, don't misunderstand me. No one in his right mind is skeptical of the value of advertising or is doubting its tremendous economic contribution to the growth of the economy, because those points have long since been proved without question. But when sales start to slide a little, and earnings go down, everybody starts looking twice at his advertising budget just as he does at every other large expenditure. It all comes under the heading of making doubly sure you are doing the best job you possibly can.

The conference program says that the title of this session is "Top Management Looks at Advertising," and I would like to add this as far as Sylvania is concerned: "Top Management is Looking at Advertising More Closely and Analytically than Ever Before." There is one big reason for this: The top priority throughout our organization is being given to moving our products, to maintaining our sales volume—and I don't mean simply putting on more pressure or pushing that panic button, because that doesn't achieve any real results. But we're making doubly sure that everybody and every function in the company, from top to bottom, is doing the best job and the smartest job they are capable of doing.

■ On the marketing side of the business ... we're making sure that advertising,

as well as every other distributive function, is carrying its share of the load.

In other business slumps in recent years, more and more business men have argued like the devil against cutting advertising and promotional budgets. Most of the talking was done by marketing and advertising executives, as well as agency and media people—because you fellows knew from first-hand experience the wisdom of what you were talking about. That always reminds me of the advertising director who was told that his budget was being cut because the company had to save money: So he led with his chin and asked his boss: "What do you do to save time—stop your watch?"

Managements Keep Budgets Up

But top management seems to have climbed on the bandwagon during this recession—and frankly I have been a little surprised at how many have seen the light. During the Economic Mobilization Conference of the American Management Assn. in New York several weeks ago, there were plenty of indications that management has learned by bitter experience that you don't stop your watch to save time. The chief executives of five or six companies in as many different industries laid the facts on the line and stated flatly that they were holding the line on advertising and promotion budgets. And I was one of them.

In fact, I'll lead with my chin and tell you this: Every dollar we can spare at Sylvania, and every ounce of effort we can muster, is being directed toward holding our sales volume, and I would no more advocate taking arbitrary slices out of our advertising budgets than I would tell a salesman that he has to increase his sales 20%, and then take his travel budget away from him.

■ And if you want to go back to your companies and quote me to your bosses, you can even add this: The company that crawls into a corner these days may never get out of it. The company that keeps slugging it out will be the first to come back, and you will take industry positions away from the guy who panicked when the going got a little rough.

Now let me inject a note of warning. Whereas we are maintaining our budgets, we are looking at them under the most powerful microscopes we can find. We're being tougher about schedules and objectives, and we're going after any fat that

might have built up over the soft years we've had since the war. Changing our budgets around or switching media to do a better job, yes—but cutting to achieve a short-term economy and lose all your carefully established momentum and impact—no. We're being especially analytical about that little thing known as "marginal balance of profit"—in other words, we're living by this word: *results*.

■ Whenever anyone talks about results, and getting the most out of your advertising dollar, I think of that classic crack made by John Wanamaker, when someone asked him how much of his enormous advertising budget really paid off. Wanamaker said: "I would say that probably half of it is wasted . . . but we have a devil of a time trying to figure out which half."

I am sure that Wanamaker was no exception, and I know that we in Syl-

vania have spent plenty of time over the years trying to figure out which half was which. We've had some eminently successful campaigns and we have had some that I would rather forget—but each one of the successes and each one of the flops taught us something.

Don't Set Budgets This Way

Here is one of the lessons we learned. There is a great deal of art in advertising, but there are also plenty of common sense business fundamentals. You certainly need a creative sense in advertising, but you can carry it to the point where your advertising is so creative that even you don't get it. The marketing side of the business can be just as scientific in its way as engineering, manufacturing, or anything else. And advertising is no exception.

Take the advertising budget, for example. Not too many years ago, the budgets

What They're Doing Today

WHAT'S BECOME OF . . .

NILES TRAMMELL—network radio pioneer who headed the National Broadcasting Co. during radio's heyday in the 1940s and television's rise in the early '50s?

Mr. Trammell, who spent 30 years with Radio Corp. of America and its subsidiary, NBC, was born in Georgia and educated at the University of the South, in Sewanee. Serving as a lieutenant of infantry in World War I, he remained in the Army until 1922, when a chance meeting with RCA executives David Sarnoff and James G. Harbord led to a job on the West Coast, selling radio equipment to ships. He became RCA assistant sales manager on the Coast in 1925, transferred to NBC as a salesman in 1928 and in two months was sent to Chicago as central division manager. There he built annual billings from insignificance to above the million mark. He was named vp in 1929.



Niles Trammell

■ At about this time he was responsible for the first daily 15-minute program; he induced Pepsodent Co. to sponsor Amos 'n' Andy, then a little known comedy team heard only on Station WMAQ, Chicago. In the '30s he brought to the microphones Ben Bernie, Fibber McGee & Molly, Don Ameche, Red Skelton, Paul Whiteman, Lum & Abner and the soap operas. He once defended the latter by quoting a European proverb that the culture of a na-

tion is determined by its use of soap. And he concluded: "The U. S., with 6% of the world's population, uses a third of the world's soap supply."

He became NBC exec vp in 1938, when he moved to New York, and president in 1940. Mr. Trammell's skill with advertisers and agencies was marked and his ability to keep affiliates happy is legendary in the broadcasting business.

■ The Trammell reign at NBC saw great expansion of the radio network and birth of the television network, which already had reached maturity when he stepped up to the board chairmanship in 1949. In 1952 Mr. Trammell left NBC and started over again as a local tv figure in Miami. He headed the newly formed Biscayne Television Corp. and launched a drive to put Miami vhf outlet WCKT, Channel 7, on the air in four years. The corporation, owned jointly by the *Miami News* and *Miami Herald* (except for 15% owned by Mr. Trammell), was formed after the two newspapers decided that their fight against each other for Channel 7 would delay its opening and deprive Miami of the additional channel for years. Mr. Trammell and Biscayne got Channel 7 on the air July 29, 1956.

Now 64, Mr. Trammell continues at the helm. Looking back on his years in radio, he observes: "I recall thinking that radio had reached the ultimate from every standpoint. Today, through the medium of television, the addition of sight to sound has increased the effectiveness a thousand times." #

in most companies were prepared in one of several ways: (1) they represented the attempt to get the biggest possible budget without any regard to the practical realities of running a business, or (2) they were based on what the competition was doing, and the big challenge was to find out what the competitor spent, and then draw up the same total budget, and explain it off by saying "We have to do this to keep up with the competition," or (3) they embraced everything the advertising department wanted to do, without any indication of priority or necessity—and the budget committee or the president simply crossed his fingers and cut the budget back to what seemed to be a reasonable share of total distribution costs.

■ When you look at these techniques in the surroundings of a conference, they look pretty silly, but how many companies still follow them? I'm sure you can think of some without straining too hard.

You know as well as I do what is wrong with all three of those practices: They approach the problem from the wrong direction. They treat advertising as a result of sales instead of a cause of sales. The function of advertising is to help move the merchandise, and not to take a bite out of a sales dollar. It helps to create that sales dollar. Sure, that's fundamental—but ignoring the fundamentals is something I think all of us do too often.

■ When I sit down with the financial vp and review the requests of the various operating divisions for new plants and equipment, I look for supporting information—those requests must be fully supported on the basis of return on investment. And we make the research laboratories sweat a little and line up their budget in terms of expected pay-out. Advertising is no different. Whether you spend millions as we do, or a few thousands, it is a proposed expenditure that has to be justified and pinned to results. That's the way to present a budget.

Here is another way of expressing that point. There is always money for something that will increase sales and bring a reasonable profit. When you come right down to it, there are really only two ways to go broke—spending too much, or spending too little. And that second pitfall is every bit as important as the first.

■ But the obvious \$64,000 question is: How do you find the answer? How do you reach that magic budget total that is just right? Do you base it on faith and confidence? Well, those are good starting points, but you need something else. You need facts—as somebody said: "Faith without facts is only wishful thinking." There is a limit to being optimistic, and coming from an optimist, that's quite an admission. Unless you back up your optimism with facts, you're only walking around with your head in the clouds.

I seem to get the impression sometimes that there is a little rhyme that goes: Advertising is necessary; advertising is good; advertising pays dividends; have faith—knock on wood. But just think how much more sleep you can get if you go about finding out how much it costs you to reach a certain audience, how much of that audience is in the market for your product, how many of them will go to your dealer, assuming you have adequate distribution, and so on—in other words, how much it will cost to get new business, and where you will get enough business to justify it. Yes, it takes time and it costs money—but it doesn't take as long as you think, and you'll end up saving money, instead of pouring it down a rat-hole.

■ That plane I took down here from New York not only got here but got here on schedule because the pilot went at it systematically and scientifically. If Braniff flew the way some people make

advertising budgets, we would still be in Newark.

You will recall I mentioned the temptation to draw up a budget based on what the competition is doing. Well, there you have a practice that we threw out the window a long time ago at Sylvania. First, we're not our competition—we're Sylvania; what might work for them might not work for us. Second, the way to beat your competition is to outsmart them. Imitation may be the sincerest form of flattery, but if there is one thing I am not interested in, it is flattering my competition. Flattering, yes—but flattering, no.

Top Priority for a Picture Tube

I'll give you a case history. Sylvania happens to be one of the two largest producers of television picture tubes—actually, we're the largest supplier to other manufacturers. But you don't get to that kind of position by copying the other guy. You outmaneuver him. Well, as you know, television sets started off with those little 7- or 10-inch screens, but as the market grew, so did the pictures and so did the sets. Trying to fit one into the living room became a problem.

We and the rest of the industry had been working for some time on a new design of shorter picture tube which would lead to slimmer and more streamlined sets. In 1956, we decided to give it top priority. The boys really put on the steam, and in November of that year we placed the industry's first 110-degree picture tubes in commercial production, and the following month we introduced the first 110-degree tv set. Here were two firsts that were perfect vehicles for our advertising and promotion—something really new and really different.

■ There is another kind of innovation that might come under the heading of "free advertising" although I know those words are treasonous in these surroundings. Let's call it "doing something different." I have in mind a design feature that lifts your product out of the competitive mill. Take television sets again. An enormous amount of space and tv advertising keeps the public buying tv sets at a reasonably steady rate ... some six or seven million sets a year. But let's face it: After a point the customer loses sight of the differences between the various makes, because most of the differences are on the abstract side—dependability, picture quality, tone and so on.

One of the effects of all the advertising is to create a desire for a tv set—not any one brand, but just a tv set. And so we in Sylvania decided not only to do a reasonable amount of advertising but to concentrate on obvious design features, something which would stand out. We came up with HaloLight, which surrounds the picture with a frame of light, and then the Sylouette, which is about one step removed from flat-wall television. On top of this, we hit hard on point of sale. What we were after was this: When the total impact of all the manufacturers' advertising persuades the customer to look at tv sets, and he begins comparing sets, ours will stand out. We don't look upon this as any cure-all, but it certainly helps to sell sets. It's a sort of bonus, or the "umbrella effect."

How to Be Happy and Not Be No. 1

This business of doing something different is particularly effective when you're slugging it out with a competitor who is much larger than you are ... Until you get to be as big as No. 1 (and perhaps you never want to, because there are plenty of advantages in not being No. 1), you'll never have as big an advertising budget. You couldn't justify it. So you concentrate on keeping him off balance, by doing the things he never thought of, or didn't have the imagination or flexibility to do. More than one top dog has been lulled into a false sense of security



and gets a little fat and lazy, and sooner or later that small competitor he has been taking for granted begins to chop away at his market.

There are a lot of ways you can do it. When the big fellow has a budget 10 or 15 times yours, I believe in using the rifle-shot technique and drawing a tight bead on highly selective media. Let him scatter buckshot all over the lot, and you concentrate where it will do the most good.

How Pepsi Battled the Big Guy

Here is an example from my days before I joined Sylvania. Back in the 1930s I cut my teeth on the retail goods business for several years, and then I joined Pepsi-Cola in 1939, with the idea of cutting a few chunks off the market of you-know-who. I dug up everything I could about the soft-drink business, because all I knew about it was what I had picked up as a consumer. It wasn't long before I saw where the big guy was wide open. He had concentrated so much on selling his product at the soda fountain and for consumption on the premises that he had forgotten that people might want to drink one in their homes.

So we pulled a switch. We concentrated on the tremendous potential home market. We brought out a six-bottle container, and went into all sorts of promotion like that wonderful sky-writing. I was telling someone the other day that the first time Capt. "X" went up there, we paid him \$800, but within several years he and a team of pilots were doing it thousands of times at \$25 or \$30 a line. We took a look at the competitor's half-hour radio show, and decided we would take spots ... and out came that terrific jingle. And in space advertising, we let them saturate the magazines and newspapers, and we concentrated on point of sale.

■ There is an old saying that the first one into the forest gets the arrows shot at him. Well, that was our philosophy at Pepsi, but it really paid off.

The whole process starts when you systematically look for some new design concept or some different merchandising pitch that will make you stand out over the competition. I don't mean some phony gimmick, because they don't fool anybody, and they only succeed in losing sales in the long run. But I am thinking of slimmer television sets, or automatic transmissions, or refrigerators where the compressor unit takes up so little space you can hardly find it, and more "rifle-shot" advertising and better point-of-sale campaigns. I don't care how much advertising your competitor does; if he goes on and on with the same old wheeze, but you keep coming out with something new, you will get ten times as much out of

your advertising dollars.

You can put it this way: You agency boys can have the best copy men in the business, the best art department, and the best media people, but you know as well as I do that the campaign won't be worth a tinker's dam unless it's backed up with a competitive product.

Find This Triple-Threat Balance

When I say "competitive" I mean just that. I don't mean lowest priced, or the best, or the most attractive ... but I mean the best combination of all three. Each one of those factors is relative and leans on the other. And the way to attain success is to strike the best balance of all three. It's a case of producing a triple-threat product, instead of one that stars in only one category.

The other day someone asked me if I felt there were any limit to the amount a given company should spend on advertising. I suppose he expected me to say 3.6% of gross sales or 4.9% or something just as specific. My answer was that you should keep on increasing your advertising and forget about limits, as long as one thing happens—as long as the gross income attributable to this advertising exceeds the cost of the advertising.

■ I hope that none of you use this against me, but I will venture to say that too many companies today are not spending enough on advertising. But they don't know this to be the case, and so they have some arbitrary break-off point. And I'll venture something else—that they are still pouring money into some campaigns where each additional dollar brings about 75 cents in return, whereas each additional dollar in some other campaign would bring \$1.25 in return. But they don't know which is which.

\$1,000,000 Ad Cut Blocked

Obviously the job of finding out isn't easy—and John Wanamaker's remark about "which half" is all too pertinent. But it can be done. I know of one company, and this time it's not Sylvania, that found out in a sort of backward fashion. In this case it was direct mail advertising, and the advertising director and his management just had the feeling it was effective. But they hadn't tried to prove it. Along came a business slump, and the boys with the axes went in to cut the advertising budget by \$1,000,000—which was precisely the cost of the direct mail campaign for one year. The advertising manager was ready to dispose of himself with a minimum of fuss, but he decided to postpone the act until he could call in a research outfit that was well known for its objectivity. After all, what did he have to lose?

■ Do you know what happened? They conducted a house-to-house survey and were able to prove that those households which had been reached by the direct-mail campaign had contributed \$1,500,000 more to the company in a marginal balance of profit in a single year than those households which had not received the literature. In other words, the \$1,000,000 of advertising had brought \$500,000 of profit. Needless to say, they didn't cut the budget. But I also think that the advertising manager deserved a kick in the pants for not having proved that before.

Let's turn for a moment to the problem which has become increasingly apparent in recent years as a direct outgrowth of the broader and broader decentralization of American industry. As our economy has expanded, our larger companies have tripled or quadrupled their markets. Sylvania was a typical example, except perhaps that we saw it coming a little earlier than some of the others. We set up the company in autonomous operating divisions, headed by executives who were assigned full authority and accountability for the success of their operations—the only limitation being a broad frame-

NEBRASKA FARM INCOME

UP 35%

The U. S. Department of Agriculture reports that farm income in Nebraska was 35% higher in the first quarter of this year than the same period a year ago! This is the **LARGEST INCREASE OF ANY STATE!**

In addition to the booming farm economy, other factors are contributing to Nebraska's "hot market" climate. The construction of a \$25 million missile base for the Strategic Air Command

will boost Omaha's public and private in-progress building program to an all-time high of \$250 million, creating three thousand new jobs in the area.

NEBRASKANS HAVE MORE TO SPEND...

SELL THEM IN THE ONE MEDIA OFFERING STATEWIDE COVERAGE

THE OMAHA WORLD-HERALD

READ BY OVER 50% OF NEBRASKA'S FAMILIES

Omaha World-Herald



248,725 Daily

261,195 Sunday

ABC Publishers' Statement, Six months Ending March 31, 1958

O'Mara & Ormsbee, Inc., National Representatives

New York • Chicago • Detroit • Los Angeles • San Francisco

work of company-wide policies and controls.

In other words, decentralization is the assignment of decision-making to the lowest point in an organization where that decision can be intelligently made, but it does not mean the abdication of corporate responsibilities or the establishment of separate organizations operating in water-tight compartments, without regard to the company-wide impact of what they do.

Be Decentralized, Not Disorganized

At Sylvania, and in most other decentralized companies, the corporate advertising director is a member of the marketing vice-president's staff at company headquarters, and his responsibility is to perform a coordinating and counseling function for the company as a whole, as well as direct operating responsibility for so-called "corporate" or company-wide advertising programs, as distinct from divisional programs. Let's make no mistake about it: This is an extremely difficult job. It requires the patience of Job, the courage of a lion, the skill brought by years of experience, and a thick skin. On that man's shoulders rests the day-to-day responsibility for assuring that a decentralized company does not become a disorganized company in its advertising.

There must be quality standards, coordination of media schedules, family resemblance in the layouts, and so on. To the public, the advertising must appear to have come from one company and not a dozen unrelated companies. In no single position at corporate headquarters is it more vital to bear in mind that a decentralized company must function as a coordinated team.

■ The first thing a divisional advertising manager must get out of his head is that he has two bosses—one at the division and one at corporate headquarters. He has one boss—the one at the division—but he has to keep one eye on that functional line to corporate headquarters. If he regards his corporate allegiance, so to speak, as a nuisance, he won't be doing his job. But if he regards himself as part of an advertising team, and that each member of the team stands to do a better job because of his team mates, then he's on the right track.

In the final analysis, the company is no stronger than the sum total of all the ingredients that make up its public reputation or "image." Building and strengthening that image takes years and years of doing, and it's a job for everyone in the organization. A coordinated marketing effort, particularly in advertising, is a vitally important aspect of this job. Without adequate coordination, it is impossible to get full value out of your advertising dollars.

Keeping in step with the parade in a

decentralized company is no picnic for an agency, and we know it. But the client can make the agency's job a great deal easier by letting the agency or agencies know that there are rules, and what the rules are, and that *everybody* is governed by them. Decentralization is becoming more and more the rule, and if I were on the agency side of the picture, let alone the client side, I would absorb every bit of philosophy about decentralization that I possibly could.

In closing, I would like to emphasize one point. If any company wants to get ahead these days, its top management must regard selling as a company-wide responsibility, and not something restricted to the sales force. In the final analysis, that will determine whether your advertising really does a job for you. Effective advertising begins when top management decides to have a research organization with the proper people and facilities to bring out new ideas as insurance for the future. It begins when top management decides to have the best plant and equipment it can obtain, and the best people it can find to run that plant. And it begins when top management decides that a reputation for selling a quality product at the lowest possible cost is the kind of a reputation to have. Unless you have all of that backing you up, you really don't have anything to sell.

GNP Will Break Records

The next few months are going to have plenty of challenges for all of us. There are indications the business slump has levelled off, and it won't be long before the Gross National Product figure and the Federal Reserve index are climbing again. In fact, I would say we'll see a definite upturn well before the summer is out. I would like to place a bet right now that the gross national product will be on the upswing in the third quarter and that by the end of the year the annual rate will be equal to, or even greater than, that record set in the third quarter of 1957.

Even the most conservative company knows what this will mean. Here will be an enormous opportunity to put new and improved products to work at a scale we have never dreamed possible.

■ A vital link in this entire picture is effective selling—and that means supporting your entire sales effort with the best advertising you have ever produced. All of you have a terrific opportunity to prove more emphatically and powerfully than ever before that advertising does even more than move merchandise. It is an enormous force in pushing that Gross National Product to one new record after another. That Advertising Council slogan hits the nail right on the head: "Your future is great in a growing America." #

Looking at Radio and Television . . .

How to Disregard Numbers

By the Eye and Ear Man

Many learned fellows are taking a poke at the slide rule method of regimenting advertising vs. the intuitive, free wheeling, creative approach. Why should the electronic business be an exception?

The evolutionary transition from creative heads of television departments to media men or lawyers is bringing into prominence the buying of television by machines rather than men. The result is often to figure how economical the cost-per-thousand quantitative measurement is without regard to the value of the environment or depth of the sell.

Whether radio or television, it can be scientifically proved that the brief chain break reaches almost all homes with great economy and frequency. The facts look

good on paper. But, in actual practice the commercial sell may become one more decaying leaf in a pile.

■ No matter how good a commercial is, it can be buried in multiple announcements that get jammed into the money-making marts of in-between program selling. The pouring of message upon message, including closing commercials, plugs for airlines, closing billboards, triple spots, plugs for programs, and opening billboards and opening commercials tends to negate any advantages that might be gained by economy.

If this is true, how should a campaign be planned so that the quantitative factors can be computed and properly weighed against the qualitative?

The Creative Man's Corner . . .



Alice in Latherland



Hold tight, kiddies. We are about to step on three pieces of soap. Ready? Here we go.

If you use Dove, you get "no more of that *dry* feeling you get after using soap." Palmolive, however, which can be presumed to be a soap—even as Dove—"contains no drying detergents." Dove has "none of the harsh alkalinity of soap." Palmolive contains "no harsh perfumes . . . lets you cleanse far more thoroughly than you'd dare do with harsher soaps." It also contains "no irritating deodorants."

Dial, however, which was introduced as a deodorant soap, "gets rid of skin bacteria, protects your complexion all day—even under make-up," while Palmolive "gently washes away dirt and make-up" and Dove "lifts out every trace of grime or stale make-up." All give "rich lather."

As a matter of fact, all apparently send females into a state of pure (or at least *clean*) ecstasy as they gently smear their little maps with squishy zillions of suds (see illustrations).

In our opinion, this kind of advertising comes from being competition-minded rather than consumer-minded. It starts from a list of claims set down to equal or quantitatively surpass any or all of the claims made by competitive soaps. Dove, in our opinion, comes closest to being consumer-minded with its claim of being "one-quarter cleansing cream" and "creaming skin while you wash." We kind of question that one-quarter stuff, of course. Cleansing cream has always felt kind of unsubstantial to us and we can't help feeling that if Dove were really one-quarter cleansing cream it would have to be packed in jars rather than paper wrappers. #

All sales start with the product:

1. Is it used frequently?
2. Is it well known?
3. Does it have universal distribution?
4. Does it have to be demonstrated?
5. Who buys it?
6. Who uses it?

■ The next step, once the characteristics are dispensed with, is to determine what kind of commercial is needed to sell. If the product is a familiar product, like Jell-O, which everybody has tasted, knows what it looks like, and is completely familiar with, a case can be made for spots. The main goal would seem to be to increase usage. Daily reminder advertising through night and day spots can move the woman to buy and serve it in a variety of ways and the children and men to ask for it.

If the product is a car, it is a different matter. The purpose would, of course, be to reach the male along with his family and to demonstrate the superior features of that car over its competitors. To do this well takes at least two minutes and preferably three.

It becomes readily apparent that judgment in each case supersedes the slide rule. It also is apparent that most products are not as lucky as Jell-O. Most need a hard competitive story and a demonstration in order to prove some superiority or other. These are the unlucky brands that are often led down the prim-

rose path of false economy.

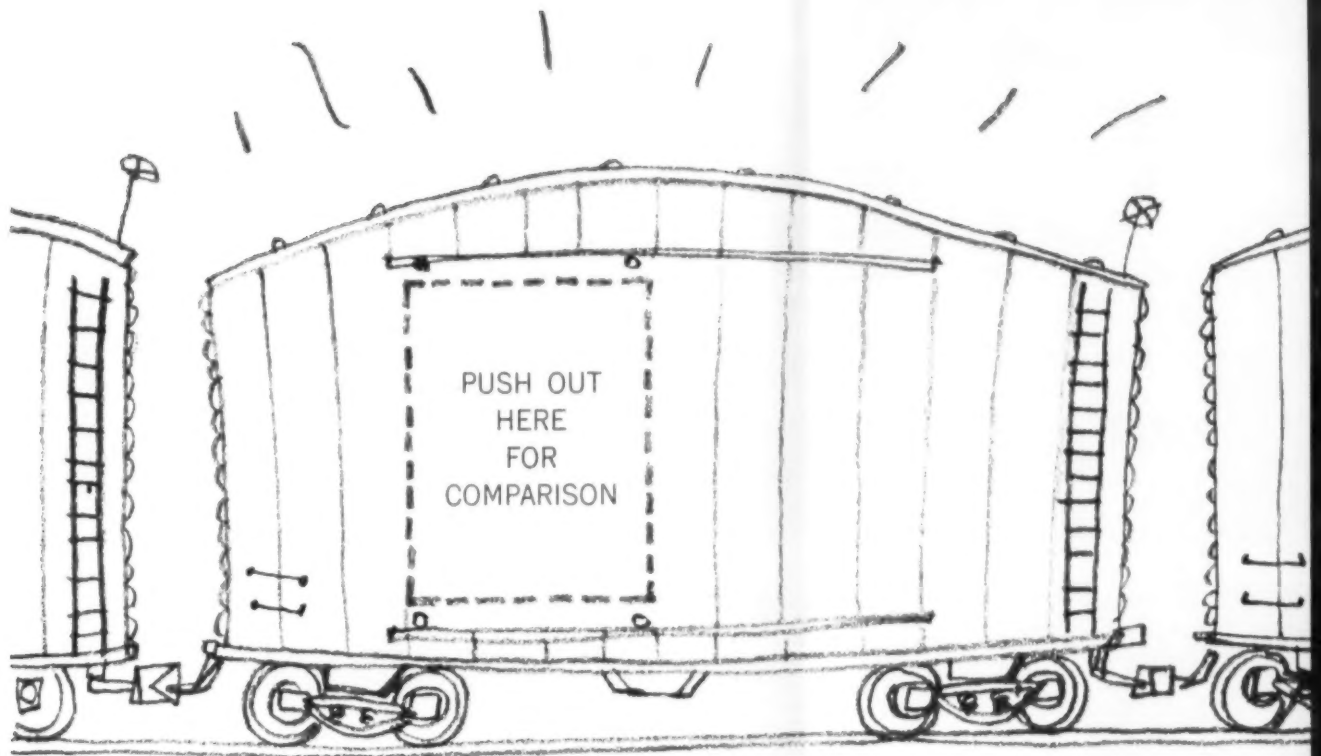
The commercial is always the focal point of a media decision. If an ingenious commercial can be written with a high degree of attention-getting, and if that commercial does a good selling job in eight or ten seconds, the quantitative research becomes valid.

While that is a mighty ambitious and worthy goal, it is virtually impossible to sit down and name a single ID that accomplished that goal in the ten years of television. It simply cannot be done in most cases for good and valid reasons.

The commercial must therefore be devised without regard to time limitations. It will then be obvious that the commercial and not the slide rule will determine the kind of radio or television that must be selected to properly frame the sell.

■ Once the length of time is set, the pattern becomes clear. Is it twenty seconds? If not, the advertiser must search for minute spots or buy a program. If the product is an all-woman product, the daytime affords good frequency at low costs. If the product is all-family, the nighttime with its precious \$35,000 a network minute tag or a syndicated or live local show is the only recourse and the sell had better be real good to emerge from the mob. But at least these commercials will be framed and isolated from a multitude of messages.

The last step is the program environment. Here opinions differ widely, as has



CARLOADS
OF SALES
OPPORTUNITY IN
CALCOFLUOR-TREATED
PAPER!

(TEAR HERE FOR READY REFERENCE)

The brilliant whiteness imparted by CALCOFLUOR led Pan American World Airways to order 12 CARLOADS of treated stock for its 1959 calendar! To see why...push out the perforated area above and slide your present paper underneath for comparison. There's a convincing improvement when the paper contains

CALCOFLUOR* WHITE
.....

(see other side)

**"WE WANT THE RICHEST, MOST SPARKLING
COLOR REPRODUCTIONS POSSIBLE!"**

The request was Pan-Am's—in reference to the 1959 version of their world-famous calendar. Hal J. Laird, Manager, Sales Promotion of Pan American World Airways, insisted on the whitest paper available. Chosen by the printer to meet this requirement was paper containing CALCOFLUOR® White, Cyanamid's brilliant fluorescent dye.

In the photo, Mr. Laird is checking the first full color proofs with Chester "Blackie" Kronfeld, Manager, Photography of Pan Am. They are both delighted with the brilliant, "transparency-projection quality" that fully captures the excellence of the photographic art.

Your promotional pieces can also benefit from an attention-flagging whiteness, an extra crispness in typography and rich contrasts in blacks and grays. Your color work can be outstanding. Just specify CALCOFLUOR-treated papers for bulletins, annual reports, calendars, letterheads, advertising brochures.

Ask your printer or jobber for samples of paper containing CALCOFLUOR White, or write to Cyanamid.

*Trademark



AMERICAN CYANAMID COMPANY
DYES DEPARTMENT
Bound Brook, New Jersey

New York • Chicago • Boston • Philadelphia
Charlotte • Providence • Atlanta • Los Angeles
Portland, Oregon

Cyanamid of Canada Limited
Dyes Department • Montreal and Toronto



Symbol for Quality Dyes

been treated in detail in this column before. All agree that, if possible, the character of the company and the product should be carefully weighed against the type of program, the novelty of it, the commercial opportunities intrinsic in it and the cost.

When all these factors are in balance, the advertiser can lean back and take a look at his other problems. Above all he must resist the temptation to fiddle with the whole plan until it has a chance to prove itself.

The purpose of television is to sell. Unfortunately, being informative and en-

tertaining is an incidental consideration. But the commercial can sometimes be framed in a program that does both these things. This is the ultimate goal of every advertiser.

Meanwhile, throw away the slide rule at the beginning of a campaign. Lock the copywriter in the tower room, feed him or her all the known sales problems and facts pertaining to the product. Allow the writer to write without restriction until a good idea emerges. Let the idea dictate the length of the commercial. Then match this with the quantitative tools. Only then will you sell. #

Salesense in Advertising . . .

Make Your Topic Idea Simple and Crystal Clear

By James D. Woolf
Advertising Consultant

It is axiomatic that folks seem to remember most vividly those things that are impressed on their minds in terms of a single symbol or idea.

One simple, understood fact about a product, indelibly written into the consciousness of the buying public, is a sales asset many times more precious than a many-hued array of facts fog-gily understood and capriciously remembered.



James D. Woolf

Thus we cannot think of Switzerland without thinking of the Alps; the Notre Dame football team seldom fails to invoke memories of Rockne; our picture of Woodrow Wilson is inseparably associated with his celebrated Fourteen Points; we recall Charlie Chaplin most vividly in terms of his hat, his cane, his shoes, and his gait. Yet there are many things of interest in Switzerland besides the Alps; the South Bend team is today a colorful organization over and above the Rockne tradition; Wilson's personality and his life had many memorable facets; and Chaplin's turbulent life cannot be summed up with a hat, a cane, his shoes, and a walk. The principle seen here is in advertising one of paramount importance.

Each Ad a Campaign

This principle goes far beyond seeing to it that a simple central theme is threaded throughout the campaign as a whole; it is an art far richer in possibility than merely signing off each ad or radio or tv commercial with a slogan; it is an art that is concerned not solely with the over-all campaign, but with each individual piece of copy, printed or spoken. It is an art that sees that each writing job, whether for printing press or air wave, as a problem unto itself: a problem of getting a maximum dramatic emphasis of the central idea *this one time*, with no dependence at all on what was said yesterday or may be said tomorrow. Each ad, on this basis, is a campaign standing alone.

The principle is simple enough: the writer should have clearly in mind what is to be his simple central theme, the controlling topic thought, and he should keep this from start to finish sharply before him. He should arrange his matter by referring everything to his central idea; and he should ask himself, as he writes, if each word and sentence he is setting down helps to make his topic concept easily understood and more vivid and forceful.

Unforgettable is Winston Churchill's epic battle cry:

"... we shall not flag or fail. We shall go on to the end, we shall fight in France, we shall fight on the seas and oceans, we shall fight with growing confidence and growing strength in the air, we shall defend our Island, whatever the cost may be, we shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills; we shall never surrender, and even if, which I do not for a moment believe, this island or a large part of it were subjugated and starving, then our Empire beyond the seas, armed and guarded by the British Fleet, would carry on the struggle, until, in God's will, the New World, with all its power and might, steps forth to the rescue and liberation of the old."

One hundred and forty-seven deathless words! The simple topic idea of determination—we shall not flag or fail, we shall never surrender, we would carry on—is used 12 times! Here I submit is emphasis—and emphasis, mind you, without verbosity or tiresomeness.

Everything possible should be done to keep the benefit idea simple and crystal clear. #



SAMPLE ATTACHED—This color page is powerful because it is so simple. Its promised benefit—sheer strips that blend with your skin—will be understood instantly by even the most casual reader. There is in the ad not a single extraneous element to detract from the topic idea, "sheer is here." Attached to the page is an actual sample of the product, a master stroke of salesmanship.



TOUGHEST OF ALL—The copy concentrates solely on the headline's concept: "Gem is the toughest blade of all! Do you have a tough beard like this welder? Use Gem. Four times more steel in Gem than in paper-thin blades. Stiff steel "backbone" for extra strength. Cutting edge 18% sharper. Put a tough Gem blade to work in a Gem razor. Result: closer, smoother shaves for toughest beards." Real salesmanship-in-print.



ONE IDEA—This color page devotes itself completely to a single idea—Old Gold's New Spin Filter. Nowhere in the ad are there any extraneous ideas to clutter up this simple concept.

On the Merchandising Front . . .

Inspection Standards Hit New Low

By E. B. Weiss

Recently, a divisional vp of Wanamaker's (Philadelphia) made a public plea for the establishment of improved quality control standards for pre-packed furniture. He pointed out that damage has been running uneconomically high in connection with pre-packed furniture—the Wanamaker store has found it necessary to hire two inspectors to uncrate roughly 10% of all pre-packed furniture received. Their job will be to check pre-packed goods before it leaves the store in order to lessen the number of complaints when the pre-packed furniture reaches the home.



E. B. Weiss

This Wanamaker executive pointed out that the cost of handling consumer complaints on pre-packed furniture, the cost

Any airline, railroad or travel agency

will reserve your car with



It will be waiting for you at your airport or railroad station



Enjoy NATIONAL'S PLUS SERVICE at no extra cost.

IT'S SIMPLE, CLEAR—The message here is simple and crystal clear: "Any airline, railroad or travel agency will reserve your car with National Car Rentals. It will be waiting for you at your airport or railroad station." There is nothing in the display type or illustration to compete with this single concept.

of extra inspectors, and several other handling costs totaled up to a figure that tended to defeat the original purpose of pre-packed furniture. That original objective was, of course, to lower costs for the retailer as well as to give the shopper greater satisfaction with her purchases.

There is every reason to believe that inspection standards are right now at all-time lows—taking manufacturing as a whole. The automobile industry is certainly an example; the number of cars delivered to purchasers with "trouble spots" is very high. To a somewhat lesser degree much the same is true of major appliances; small appliances, too. (In our new home, three of the five major appliances were faulty.) Even in soft goods—particularly in some of the soft goods items that only recently have been pre-packed—faulty merchandise is entirely too common.

However, it is in various bulky items

in the broad home furnishings and furniture categories that pre-packing has been making great gains over the last few years, and here inspection tends to be poor. The packaging houses have done a remarkable job of developing ingenious new packaging materials and techniques for these bulky items. But the manufacturers of these items have too seldom developed both their finishing and their inspection procedures to the degree required by pre-packed merchandise.

I have had this experience time and again in connection with playthings bought for my grandchildren. A typical example: We bought a large outdoor play-gym to entertain the youngsters when they come to visit us. When we got around to setting it up we found that several holes had not been drilled to receive a couple of vital bolts. It was quite a job to arrange to get those holes drilled and, while I was enormously impressed with the totally ingenious package in which this very bulky item had been delivered, I was hardly equally impressed with the inspection system of the manufacturer of that play-gym—a rather well known company, incidentally.

A recession is compounded of many,

many things. I am sure, though, that public dissatisfaction with much merchandise now on the market is at least one of the reasons the public is currently tending to increase its total savings and decrease its total spending. And this dissatisfaction, in turn, stems in no inconsiderable degree from the extremely low levels to which manufacturers have permitted their inspection systems to fall.

In this connection, I sometimes wonder how many manufacturers have established a *continuing* system for checking—in the home—the arrival condition of their merchandise. (I suspect that if the heads of some of these inspection-lax businesses were occasionally to receive their own merchandise at home, take it out of the wonderful packages in which it comes, and check the merchandise itself—including setting it up where it requires setup—hell and fury would break out when they got back to their offices!)

One more point: the manufacturer who can claim low servicing costs on pre-packed merchandise in such fields as home furnishings, and who has figures to prove the point, has a story for his salesmen to tell to which the trade will listen with avid interest. #

What They Were Saying 25 Years Ago . . .

Rexford G. Tugwell, professor of economics, Columbia University, in his new book, "The Industrial Discipline and the Governmental Arts" (AA, June 10, 1933):

"Branding, elaborate packaging, inflated claims to special quality, with exaggerated ballyhoo, are all, more or less, attempts to escape the necessity of honest market expansion through decreased prices. It is doubtful whether nine-tenths of our sales effort and expense serves any good social purpose . . . There is no alternative except by planning, allocating, producing to program."

Alfonso Ianelli, sculptor and designer, in an address at a joint luncheon of the Chicago Advertising Council and the Chicago Art Directors Club (AA, June 10, 1933):

"Modern art is stimulating new and worth while ideas in design . . . Artists are coming from somewhere to help in designing products as well as advertising, and so as a result better looking merchandise is appearing in many commodity fields. Cheaper things in the five-and-ten-cent stores are just as beautiful as the more expensive goods, and in some cases more beautiful."

Bernice Kenyon, writing in the June issue of the American Mercury (AA, May 27, 1933):

"Any housewife is familiar with a long list of things she does not like to ask for

by name in a drug store. I don't refer merely to such obscure or esoteric things as Teethina, Tums, Winx, Golden Peacock Bleach Cream or Velvetskin Patters, which I can forego without any difficulty at all, but to others such as Couettes and The Cotton Picker, both convenient packages of absorbent cotton, which would be more convenient if called something less absurd.

"But the prize for silly advertisements goes to Peek Frean Biscuits and Twiglets. Would you enjoy going into a Park Avenue grocery and asking the clerk to get you a package of Twiglets?"

H. A. Lyon, advertising manager, Bankers Trust Co., New York, and president, Financial Advertisers Assn., addressing the Illinois Bankers Assn. convention (AA, June 10, 1933):

"Advertising is worse than useless unless it gives a proper picture of the institution. The 'friendly bank' theme suffers when it encounters a surly teller; the statement, 'We welcome small accounts,' doesn't go well unless the bank is really interested in such accounts. Nor does advertising do much good when it is published solely for the gratification of the officers and directors.

". . . 90% of all bank advertising in the past ten years has been of this selfish character—glorifying the bank or its officers and directors."

Mail Order and Direct Mail Advertising. . .

Add the Personal Touch to Your Direct Mail

By **Elon G. Borton**

A simple post card caught the eyes of both myself and Mrs. Borton this past week out of the many pieces which reach our Post Office Box 128 here at Chapel Hill, N. C.

It was a two-color printed postcard from Sears, Roebuck & Co., calling our attention to the catalog sales department in its stores. This particular card was mailed from the Durham, N.C., store 11 miles from us, where we do some shopping but have never ordered anything from the catalog desk. We have ordered occasionally by mail from the district warehouse and mail center at Greensboro, 50 miles away.

Aside from the clever illustration and copy, the card is notable for two factors. It is evidently part of an effort by this company to decentralize and to get us thinking of the local store, rather than of the large Chicago or Greensboro offices. Probably this card went out by the millions, but to addresses grouped in con-



Elon G. Borton

nection with local stores.

Then there was the clever personal touch added to the card by hand written notes in a woman's hand and signed with a name. If you can read the card as reproduced here, you will note that across the top is the sentence, "Have you rec'd your summer catalogue?" and across the bottom the note "Call—E. Taylor," with the Durham store telephone number. (Too bad they didn't carry this a bit farther and give the Chapel Hill telephone number of Sears' Durham store. If we use the Durham number we have to pay a toll charge.)

I don't know whether there is a real E. Taylor on the Durham store staff or whether it is a name by which all clerks or catalog sales desks answer the phone. But I like the idea that possibly there is such a person who will answer and serve us, and that she took the time to scribble those personal notes on the card to me.

For decades Sears has been noted for its smart merchandising—in the early days entirely through its catalog, and in recent years through both catalog and retail stores. This card is another example of its effort to tie together closely its personal salesmanship and its catalog sales. #

Have you read your summer catalogue?

How's Your Shopping I.Q.?

ARE YOU STILL SHOPPING "HORSE 'N' BUGGY" STYLE?

DO YOU SHOP THE MODERN—EASY WAY?

Let us take the "hop" out of shopping for you!

If you want to place an order, phone it in.

If you just want information, phone for it.

You'll love shopping by telephone—it's so easy!

Tel. 2-6176

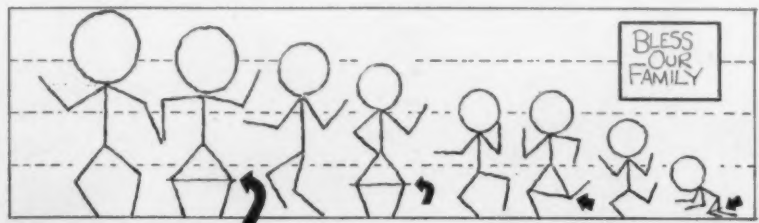
Call - E. Taylor

DRAWTHINKS, by Pinson

The COPYWRITER'S ART COURSE

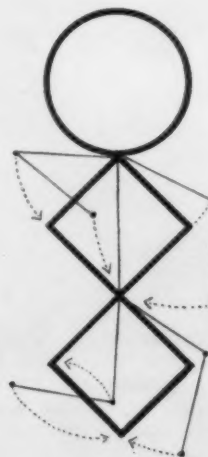
Cartooning the whole family

You communicate better when you use clearly identifiable figures in family scenes. Make your roughs easier to do, easier to understand with these basic "tricks."



Turn your simple stick man (AA, June 23, 30) into a woman with this one extra line. Simple, easy, clear.

Draw children simply by indicating relative size. (Study this chart till you know it by heart. Clip and keep it in wallet or purse.) Just imagine trying to describe your own family to a Hottentot who speaks no English, and draw the picture you would draw for him.



Worth while remembering

1. Roughs are clearer, to you and the art department, when you've learned to identify each family member.
2. A handy approach in drawing stick figures is to put a circle on top of two squares.

If you get "lost" don't forget how to get back to basic proportions: one circle atop two squares. These three elements are your ABCs, the simplest of all building blocks for drawing people.

Next week: "How to Use Your New Cartooning Ability"

Coming Conventions

*Indicates first listing in this column.
 July 23-26. Advertising Age workshop on creativity in advertising, Edgewater Beach Hotel, Chicago.
 Aug. 13-14. 3rd Annual circulation seminar for Business Publications, Edgewater Beach Hotel, Chicago.
 Aug. 13-16. Affiliated Advertising Agencies Network, annual international meeting, Lord Baltimore Hotel, Baltimore.
 Sept. 5-8. Mail Advertising Service Assn., 37th annual convention, Chase-Park Plaza, St. Louis.
 Sept. 10-13. Direct Mail Advertising Assn., 41st annual convention, Chase-Park Plaza, St. Louis.
 Sept. 15-17. 3rd Annual Newspaper R.O.P. Color Conference, Waldorf-Astoria Hotel, New York.
 *Sept. 18-19. National Assn. of Broadcasters, Region 3, Hotel Buena Vista, Biloxi, Miss.
 Sept. 22-23. National Business Publications, New York regional conference, Ambassador Hotel.
 *Sept. 22-23. National Assn. of Broadcasters, Region 6, Oklahoma Biltmore, Oklahoma City.
 *Sept. 23-26. National Assn. of Broadcasters, Region 7, Challenger Inn, Sun Valley, Ida.
 *Sept. 29-30. National Assn. of Broadcasters, Region 8, Hotel Mark Hopkins, San Francisco.
 Oct. 2. Advertising Research Foundation, fourth annual conference, Waldorf-Astoria, New York.
 Oct. 5-9. Outdoor Advertising Assn. of America, Hotel Sherman, Chicago.
 Oct. 9-11. Pennsylvania Newspaper Publishers' Assn., annual convention, Hotel Roosevelt, Pittsburgh.
 Oct. 12-15. American Assn. of Advertising Agencies, western region, 21st annual convention, El Mirador Hotel, Palm Springs, Cal.
 *Oct. 13-14. National Assn. of Broadcasters, Region 4, Hotel Schroeder, Milwaukee.
 Oct. 15-17. Point-of-Purchase Advertising Institute, first national members meeting, Hotel Claridge, Atlantic City.
 *Oct. 16-17. National Assn. of Broadcasters, Region 5, Hotel Radisson, Minneapolis.
 Oct. 19-21. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.
 Oct. 20-21. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.
 Oct. 20-21. Boston Conference on Distribution, Hotel Statler, Boston.
 *Oct. 20-21. National Assn. of Broadcasters, Region 1, Hotel Somerset, Boston.
 Oct. 22-24. Life Advertisers Assn., annual meeting, Queen Elizabeth Hotel, Montreal, Can.
 Oct. 23-24. Audit Bureau of Circulations, 44th annual meeting, Drake Hotel, Chicago.
 *Oct. 23-24. National Assn. of Broadcasters, Region 2, The Shoreham, Washington, D. C.
 Nov. 10-11. National Newspaper Promotion Assn., southern regional meeting, Barringer Hotel, Charlotte, N. C.
 Nov. 16-19. Broadcasters' Promotion Assn., annual seminar, Chase Hotel, St. Louis.
 Nov. 17-19. Southern Newspaper Publishers Assn., annual convention, Boca Raton Hotel and Club, Boca Raton, Fla.
 Nov. 20. Business Publications Audit of Circulation, annual meeting, Hotel Biltmore, New York.
 Nov. 20-21. National Business Publications, Chicago regional conference, Drake Hotel, Chicago.

'Esquire' Extends Special Rate
 Esquire has extended its special anniversary advertising rate through its September, 1959, issue. The special rate involves a 50% discount on second pages of spreads and also applies to four-, six- and eight-page sections. Rates for other units remain the same.

Hirsch Named Eastern A.M.
 Bernard Hirsch, a space salesman for *Gentlemen's Quarterly*, New York, has been appointed eastern advertising manager, a post vacant since 1957.



Phineas does it!

See page 80

Houston Gets New Post

Eugene R. Houston, formerly with Hearst Magazines, has joined the Bureau of Independent Publishers & Distributors, New York, as executive director of its supermarket committee. He is responsible for distribution and sales of member publications in supermarkets and other retail outlets.

Pharma-Craft Names Hollen

Pharma-Craft Corp., Cranbury, N. J., has named Gene E. Hollen its first product manager. Mr. Hollen was formerly with Vick Chemical Co., New York, as assistant product manager.

SSC&B Elects Spiller

Clifford Spiller, senior vp of Sullivan, Stauffer, Colwell & Bayles, New York, has been elected a director of the agency.

Carling Names Jablonski

Adam B. Jablonski has been named midwestern regional advertising manager of Carling Brewing Co., Cleveland. Mr. Jablonski was formerly divisional sales manager of Goebel Brewing Co. He succeeds the late Hans J. Saemann.

Hard Sell Folder Offered

Friedan Advertising has just published a free illustrated folder entitled, "15 Hard Sell Techniques to Capture Today's Tough Markets." Copies are available on request from Friedan Advertising, 607 Fifth Ave., New York.

Curtis Kent to Eversharp

Curtis Kent, formerly with McKesson & Robbins, has joined Eversharp Inc., New York, as sales promotion manager.

HE SELLS EVERYTHING . . .



To the Farm Market!

He runs the Farm Store . . . a rural supermarket serving a \$22 billion market. He's one of 30,000 who sell practically everything the farmer needs to buy.

He's the man *Farm Store Merchandising* was made for.

For complete facts and figures, see BPRD Classification 44A or write:

FARM STORE
MERCHANDISING
 THE MILLER PUBLISHING CO.
 Box 67 Minneapolis 40, Minn.



Things are quite lively around here in the summer!

Every summer Michigan plays host to five million vacationers from other states. What's more, just across the border, Ontario claims 60 percent of Canada's tourist business. That's why things are livelier in Michigan and there's no summer slump on WJR. Summertime means sales-time, because WJR's primary coverage area contains millions more people with millions more dollars to spend. Your advertising dollar works harder and goes much farther. Vacationers in strange surroundings turn to the radio for news and entertainment. WJR gives

them the finest in radio. Whether they're driving, fishing, or just relaxing on Michigan's miles of sandy beaches, the powerful voice of WJR reaches them with your sales message.

Remember, people on vacation spend a lot of money for a lot of things. They're mostly adults, and the facts prove adults in the Detroit-Great Lakes area prefer WJR. Get the details from your Henry I. Christal representative. He's got all the data that proves WJR is the liveliest station in the summertime or any "ole" time.

WJR DETROIT
 50,000 WATTS CBS
 Radio Programs with Adult Appeal

Armour & Co.

Armour & Co., Chicago, is the nation's 27th biggest advertiser with total expenditures in 1956 estimated by ADVERTISING AGE at about \$21,000,000. Of this \$10,636,535 was in measured media. In 1955, the company invested about \$17,000,000 in advertising, of which \$8,524,983 was in measured media.

Last year was a good year for the world's second largest meat packer. Sales amounted to \$2.01 billion, a gain over 1955 sales of \$1.96 billion. Earnings in 1956 shot up to \$14,654,110, an impressive gain over '55 earnings of \$10,107,614. It was the largest earnings reported by Armour since 1951. The company declared a 10% dividend on common stock, the first distribution on common stock since July, 1948, when a cash dividend of 30¢ a share was paid. The annual report was based on fiscal year which ended June 30, 1956.

ADVERTISING AGENCIES

Foote, Cone & Belding, Chicago—Dial soap and Dial shampoo, Chiffon soap flakes and liquid Chiffon, Armour Suds, chemical and industrial advertising—William R. Forrest, management representative; James W. Cameron, account supervisor; Dial soap and shampoo, Chiffon flakes and liquid—Chiffon and Suds; Thomas O'Keefe, account executive, Dial soap; William Bender, account executive, Dial shampoo, industrial and chemical products; W. C. Pool, account executive, liquid Chiffon.

Tatham-Laird Inc., Chicago—Canned meats, smoked meats including ham and bacon, fresh, dried and smoked sausage, casings and beef dividend (except frozen cuts)—C. R. Standen, account supervisor; Herb Daniels, assistant account supervisor; Gene Garvy, account executive, sausage, ham and bacon; William Aiston, account executive, canned meats.

Henri, Hurst & McDonald Inc., Chicago—Institutional and animal feeds—Martin Zitz, account supervisor; Ernest Leach, account executive, and James Woolf, creative director.

N. W. Ayer & Son Inc., Chicago—Dash dog food; dairy, poultry and margarine division; frosted meats division, refinery division; and advertising for miscellaneous departments and divisions—Howard Rose, account supervisor.

ADVERTISING EXPENDITURES

	1955	1956
Newspapers	\$3,407,594	\$3,998,486
Magazines	1,462,271	1,424,574
Farm Publications	150,414	172,261
Business Publications	783,900	910,990
Network Television	1,600,374	3,065,325
Network Radio	936,204	—
Spot Television	—	923,300
Outdoor	175,236	121,089
Total Measured	8,524,983	10,636,535
Total Unmeasured	8,475,017	10,363,465
Estimated Total Expenditure	17,000,000	21,000,000

PARENT COMPANY MARKETING PERSONNEL

(all located in Chicago)

Advertising
K. L. Skillin, manager of advertising and sales promotion division
W. M. Galbraith, advertising manager, food products
D. L. Duensing, marketing manager, household soap division

Sales
H. E. Stepp, general manager, general sales division
W. S. Shafer, vp in charge of trade relations
W. M. Elder, general manager, direct sales division

S. C. Johnson & Son

S. C. Johnson & Son, Racine, Wis. The nation's 63rd biggest advertiser, with total expenditures in 1956 estimated by ADVERTISING AGE at about \$12,000,000, of which \$5,743,130 was in measured media. The total, which increased over AA's estimate of \$11,000,000 for 1955, is very likely to rise again in 1957 because of the company's continuing program of diversification and new product development.

Sales of the company, which is privately owned and releases no official figures, are estimated by AA to have increased from about \$60,000,000 in 1955 to more than \$64,000,000 in 1956. Indications of the company's earning power were the payment of a \$12,500,000 stock dividend out of surplus at the end of 1952, and the reported increase of tangible net worth from \$18,000,000 to \$23,000,000 from June, 1953, to June, 1955.

Johnson, which has been a leader in the wax business for the past 71 years, continued to make news in that field and outside it with successful new products in 1956 and 1957. Last year the company invaded the insecticide field with Raid in both liquid and aerosol form with such striking results that it ended the year as the No. 1 aerosol bug killer in sales volume and is boosting sales further this year, while the liquid insecticide is challenging for first place. This year the company launched "Off!" insect repellent, which is trying to expand the market extensively into lawn-party and back-door use, in comparison with outdoor and sports use which others in the field have stressed. Johnson's big competitor in this field is 6-12, a product of Carbide & Carbon Chemical Co., division of Union Carbide & Carbon Corp. Another development in 1957 was "

ADVERTISING EXPENDITURES

	1955	1956
Newspapers	\$ 872,729	1,129,473
Magazines	1,564,766	1,057,813
Business publications	39,500	—
Farm publications	720	720
Network television	3,824,450	3,412,304
Spot television	—	142,320
Outdoor	39,000	—
Total Measured	6,941,165	5,743,130
Merchandising material, point of sale, etc.	1,100,000	1,100,000
Total Unmeasured	4,958,835	5,156,870
Estimated Total Expenditure	11,000,000	12,000,000

MARKETING PERSONNEL

R. W. Carlson, marketing vp

Public Relations
W. N. Connolly, public relations vp

Advertising & Merchandising (Household Products)
Douglas L. Smith, director
William M. Schmick, product manager for automotive products, Glade, self-polishing wax, Glo-Coat
R. H. Dehl, product manager, furniture polishes, Pride, Stride and Jubilee
H. D. Wakefield, product manager, self-polishing waxes, Raid
J. B. Rasmussen, assistant product manager

Pabst Brewing Co.

Pabst Brewing Co., Chicago, the nation's 81st largest advertiser, invested \$8,000,000 in advertising in 1956, including \$6,103,514 in measured media. This was up from 1955 expenditures of \$7,000,000, including \$4,128,900 in measured media. The apparent increase in measured media was largely a matter of bookkeeping, since spot television, accounting for nearly \$2,000,000 in 1956, was not measured in 1955.

The company dropped from fifth to sixth place among the nation's leading brewers in 1956, as it sold an estimated 3,115,000 bbls. of beer with dollar sales reported by the company at \$128,340,838. This compared with 1955 sales of 3,275,000 bbls. or \$134,340,713 and 1954 sales of 3,500,000 bbls. or \$145,033,815. The company showed a net loss of \$767,724 in 1956—only loss since the present corporation was organized in 1924—compared with a profit of \$2,376,559 in 1955. Pabst was fourth nationally in 1954.

In May of this year Pabst made advertising news by switching most (a \$6,500,000 chunk) of its account from Leo Burnett Co., Chicago, to Norman, Craig & Kummel Advertising Agency, New York, after sifting presentations from 20 agencies with some help from motivation researcher Ernest Dichter. Dr. Dichter was said by Pabst to have described the brand images he found in each of the presentations, but made no recommendations.

Leo Burnett managed to hang on to Eastside Old Tap Lager, the company's popular-priced line which is among the leading West Coast beers and recently was introduced in several Midwest markets. NC&K announced it would open a Chicago office in the Merchandise Mart where Pabst is headquartered, but three months later none had been opened.

In selecting the new agency, Pabst had a 12-man committee, including its chairman, "

Pabst was estimated by ADVERTISING AGE to have about 3.66% of the nation's beer market in 1956, compared with 6.98% and 6.89% for Schlitz and Anheuser-Busch, the two leaders.

The company produces Pabst Blue Ribbon beer, Old Tankard ale, Andeker Draught and Old Tap Lager Beer. Old Tap was originally brewed and distributed in Pabst's Los Angeles brewery only. It is now brewed in and distributed from Peoria, Ill., as well. Hoffman Beverage Co., Newark, N. J., subsidiary, produces soft drinks in bottles and cans and the Pabst Sparkling Beverages division makes a line of canned fruit-flavored soft drinks including a "non-fattening" line. Pabst also produces industrial enzymes, antibiotics and biochemicals.

ADVERTISING EXPENDITURES

	1955	1956
Newspapers	\$1,378,172	\$1,392,270
Magazines	8,000	461,121
Farm Publications	3,800	5,524
Business Publications	75,900	90,000
Network Television	1,044,925	—

Profile your sales opportunities in advertising's only PROFILE ISSUE...



Few, if any, publication issues in advertising can match the year-long use and readership of Ad Age's "Advertising Profiles of the 100 Largest National Advertisers." None can match Ad Age's weekly 40,000-and-going-up paid circulation among the nation's top advertising and marketing-interested executives.

Add these together and you have a prime opportunity for telling and selling the advertising world on your market, medium or service when Ad Age's 3rd annual "Profiles of the 100 Largest National Advertisers" comes out on August 25.

For here in one package—the only single source where busy advertiser and agency executives can turn for marketing profiles of the 100 leaders—is current and authoritative information on each company's sales, marketing and advertising organization and operations. Much of the material to be presented has never been published, including the latest estimates of total advertising and promotional expenditures and sales figures. When Ad Age hits the desks of important people who are important to you on August 25, they will have at their fingertips:

- Sales and earnings figures for each of the 100 leaders in 1957, comparisons with 1956, and indications of each company's sales and earnings trends for 1958
- Each company's total advertising expenditures for 1957 and 1956, as well as estimates for 1958. Expenditures will be broken down by

media, including so-called "collateral" and "unmeasured" media, in addition to such measured media as newspapers, magazines, television, business publications, etc.

- A brief rundown on each company's marketing strategy and changes during the past year
- Advertising expenditures, broken down by media, for major divisions and subsidiaries of each company
- Sales rank and share of the market of leading brands and product lines of each company
- A complete listing of each firm's marketing, advertising and sales promotion personnel
- The advertising agencies employed by the company, along with the products or brands served; plus the agency personnel responsible for each product line or brand.

If you have a sales story profiling your market, medium or service for the advertising world, take advantage of the year-long interest which will focus on AA's August 25 issue. Ad Age will carry your story—not only to the greatest paid-circulation audience of advertising and marketing men ever offered by an advertising journal—but to an audience that looks to Ad Age every week for information to guide their advertising actions. Closing date for advertising is August 13.

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK



1 Year (52 issues) \$3



PHOTO REVIEW OF THE WEEK



HONORED—Robert L. Dellinger, vp and manager of the Dallas office of Grant Advertising, formerly vp of Grant-Hollywood, has been named Young Advertising Man of the Year in Los Angeles. Here he receives his award from Harry Hamilton, president of the Junior Advertising Club of Los Angeles.



HOT—Steam is used to achieve a smoke effect in Continental Oil Co.'s five spectaculars in Kansas City, Mo., erected by Stalcup Inc. Benton & Bowles, New York, is Conoco's agency.



Line Harris Koven
Collins Carr Vilmure

ELECTED—New officers of the Los Angeles Advertising Women's Club are Anne K. Carr, Interstate Bakeries, president; Jane Collins, Hixson & Jorgensen, 1st vp; Marion Vilmure, Barnes Chase Co., 2nd vp; Aleaca Line, Dundas Co., corresponding secretary; Fran Harris, Harris-Tuchman Productions, treasurer, and Betty Koven, Buchanan Co., assistant treasurer.



Weber Bleser McBride Olsen

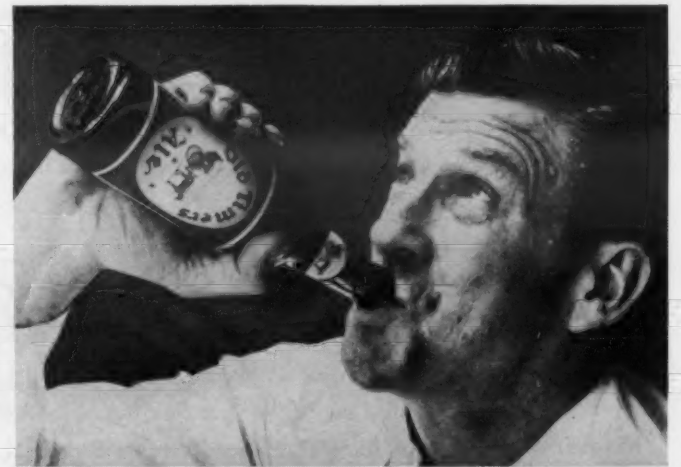
FOR '58—Posed against the 1958 United Way poster to be featured on outdoor boards throughout the U.S. this fall are Henry Weber, pr director, United Community Funds & Councils of America; August J. Bleser, the artist; Robert C. McBride, vp, eastern division, Outdoor Advertising Assn. of America; and Harry Olsen, art director, Batten, Barton, Durstine & Osborn.



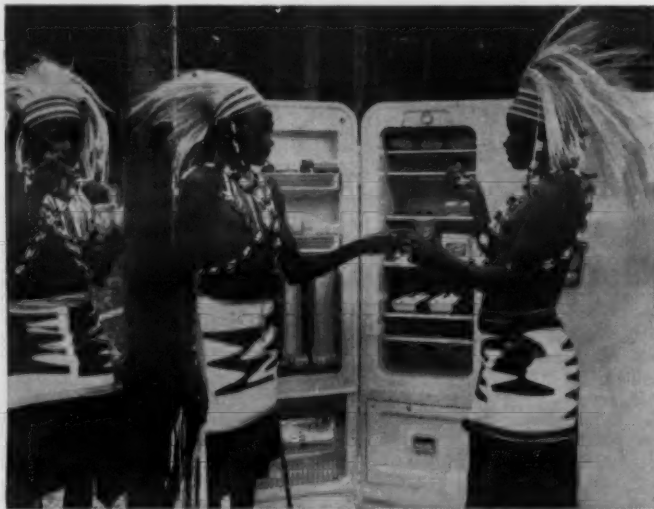
BLAST-OFF—To promote its annual picnic, the Milwaukee Advertising Club sent up an "adnik" which included a letter entitling the finder to two tickets to the World Series in Milwaukee.



HELPFUL—Oneida Paper Products Inc. is offering an anti-litter bag which may be ad-imprinted. The "Little Butler" features an adhesive portion which will adhere to a smooth surface, serves also to seal the bag when closed.



EFFECTIVE—Cleveland-Sandusky Brewing Co. reports that sales of its Old Timers ale have jumped 14% since the May 16 start of its copy-less campaign, which uses b&w half-pages like these in the Cleveland Press. Wyse Advertising, Cleveland, is the agency.



PROSPECTS—African tribesmen are fascinated by ice cream and its cooler in this shot made when Kelvinator division of American Motors Corp. took its appliances on a tour of central Africa. The purpose of the safari was to prove the durability and practicality of the appliances under conditions of rough handling and extremes of tropical climate, Kelvinator says.



ANIMAL CANDY—Curtiss Candy Co. is offering candies in the shapes of circus animals in its new Marshmallow Animal Circus. Packages bear a circus motif, as does the shipping container, shown here, made by Gaylord Container Corp.

**Agencies, Clients
Overlook Vital Data
in Coupons: Tischler**

New York, July 1—Advertisers and their agencies too often throw away valuable facts on couponing and as a result make some "pretty silly mistakes," Kirk Tischler, general manager of Nielsen Coupon Clearing House, told a luncheon of the American Marketing Assn. here.

Mr. Tischler said manufacturers "throw away or overlook" valuable information by not realizing the value of coupons as a merchandising tool. He said many leave couponing to their accounting departments "because it involves money," rather than placing responsibility with marketing research departments and agencies "who realize the merchandising factors involved."

Mr. Tischler asserted that "advertisers and sometimes agencies need to revise their entire concept of the device."

■ "There's no 'slide-rule' way to plan and determine potential effectiveness of a good campaign," he said, "but there are certain basics that should be followed when a coupon promotion is planned."

These "basics" Mr. Tischler set forth in do-it-yourself order:

1. "First of all, prepare coupons that are large enough to handle and to carry the message. Dollar-bill size is ideal. . ."

2. "Use a paper stock heavy enough to be properly sorted and counted. . ."

3. "Consult a reliable agency, mailing or coupon clearing house before launching a coupon campaign . . . this will save you a lot of headaches and the retailer, too." #

Jerrold Profits Drop

Jerrold Electronics Corp., closed circuit tv contractor, ended its fiscal year Feb. 28 with profits of \$105,281 compared with \$166,133 the previous year. Sales, however, were up from \$5,142,702 in 1956 to \$6,055,647. President Milton J. Shapp told stockholders that despite the pay tv experiment failure at Bartlesville, Okla., "there exists a definite consumer demand" for such service if the content is varied enough and the price low enough.

Colgate Names Brant

Joseph H. Brant, formerly director of research at Toni Co., and more recently coordinator of research at Harris Research Laboratories, has joined Colgate-Palmolive Co. as director of corporate research. He will be in charge of these activities at Jersey City, Rutgers University and the University of Rome.

NAB Elects Jarman, Mason

J. Frank Jarman, vp and general manager of WDNC, Durham, N.C., has been elected chairman of the National Assn. of Broadcasters, succeeding Merrill Lindsay, exec vp of WSOY, Decatur, Ill. Robert T. Mason, president and general manager of WMRN, Marion, O., has been elected NAB vice-chairman.



**Ethan
does
it!**

See page 80

'Charm' Boosts Bruce

Eleanor Hillebrand Bruce, fashion merchandise editor of *Charm* for the past eight years, has been appointed editor in chief of the magazine, succeeding Helen Valentine, who has resigned. Mrs. Valentine, who originated *Seventeen* and edited it for many years, was editor in chief of *Charm* for eight years. After a summer vacation, she expects to be working "in new fields" this fall.

Offers Retailing Ad Series

A series of advertising layouts for National Careers in Retailing Week has been created for the committee on careers in retailing of the National Retail Merchants Assn. "Get Ahead Faster—in Retailing" is one of the themes in the kit, which will reach stores about July 15. Ralf Shockey & Associates, New York, created the advertising. National Careers in Retailing Week is Oct. 12-18.

**BUY A
KING-SIZE
MARKET**

EL PASO -
CAPITAL CITY
OF
The Fabulous Southwest

EL PASO
—Is On The GO!
Now 47th* Largest City
Of the Nation
POPULATION 263,000*
*From Sales Management Survey of
Buying Power

The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

wfmy-tv
dominates
North Carolina's
INTERURBIA
The Largest Metropolitan Market
In the Two Carolinas



Get full coverage of this great metropolitan market plus the entire Industrial Piedmont with WFMY-TV. See your H R P man today.

- ✓ 54 Prosperous Counties ✓ 2.2 Million Population
- ✓ \$2.9 Billion Market ✓ \$2.1 Billion Retail Sales

BASIC SINCE 1949

wfmy-tv
Channel 2
GREENSBORO, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York • Chicago • San Francisco • Atlanta • Boston





Anything.. can happen at **KMA**

In KMA-land 62% of the farm men roll out between 5:00-6:00 a.m. in the summer. And 60% retire between 9:00-10:00 p.m. Meantime they raise about 1/10 of the nation's food. And they listen to the radio. In fact, out here there are more radios on farms than there are farmers!

To reach KMA's responsive farm audience ask any Petry man to give you the facts.



Chicago Radio-TV Pros Manhandled by Protesting Women

CHICAGO, July 1—A panel of 10 station and agency executives last week faced an angry group of some 250 Chicago area housewives, who spent nearly two hours telling the panel what was wrong with radio programs in this market.

The meeting with the station and agency brass climaxed three months of anti-radio war that had been waged by the housewives in protest over the dropping of "Mary Merryfield's Radio Journal" show by WMAQ last March.

The women, who call themselves the Housewives Voluntary Committee in Behalf of Better Radio-TV Programming, were incensed.

■ In answering why the "Mary Merryfield" show was dropped,

Jules Herbuveaux, general manager of WMAQ and WNBQ, admitted that if he had anticipated the resulting reaction, the change might not have been made.

Mrs. Jane Daly Borah, vp and radio-tv director of Earle Ludgin & Co., was heckled generously when she announced that she was angry at "amateurs who go 'round making surveys and not believing in the professional ones like Pulse and Nielsen."

"I'm angry at people making statements about things they know nothing about," Mrs. Borah added.

One woman shouted, "We are your market." Another wanted to know about the congressional investigations of the professional rating services.

Shortly after the "Mary Merryfield" show went off the air last March, some 76 Chicagoland housewives organized the protest committee and decided to conduct a survey to find out what was wrong with radio in this area.

Armed with questionnaires, the women conducted personal interviews with other housewives in this community. They obtained 441 returns.

■ Following are some of the survey results:

- 200 women said they had not bought a product in the last six months because of radio. 167 said they had been influenced in their purchasing by radio commercials. The remainder did not answer.

- 226 women said they did not watch tv during the day; 205 said they did. Of those who did watch daytime tv, 28 have their sets on for less than one hour; 52 for one to two hours; 55 for two to three hours; 27 for three to four hours, and 18 for five hours or more.

- On the question of switching radio stations during the day or leaving one station on, 279 respondents said they switched, 135 stayed with one station and the rest did not answer. "This indicated that 'saturation advertising' may not be achieving its goal since periodic scheduling of spots on a station does not guarantee that the housewife will be reached with any cumulative impact," the report commented.

- 72% of the women asserted that they did not listen to soap operas. Rating at the bottom of the list of program preferences were humor and popular music. The most popular subjects in the order of their popularity were news, classical music, interviews, book reviews, theater and art, travelogs, recipes and marketing, home decorating, historical subjects and nature studies.

- The survey found that 75% of the respondents listened to the radio four hours daily. The largest radio audience was in the morning, when 90% of those polled turn on their sets; 60% of this group listen from one to two hours in the morning. #

Huff & Johnson Opens

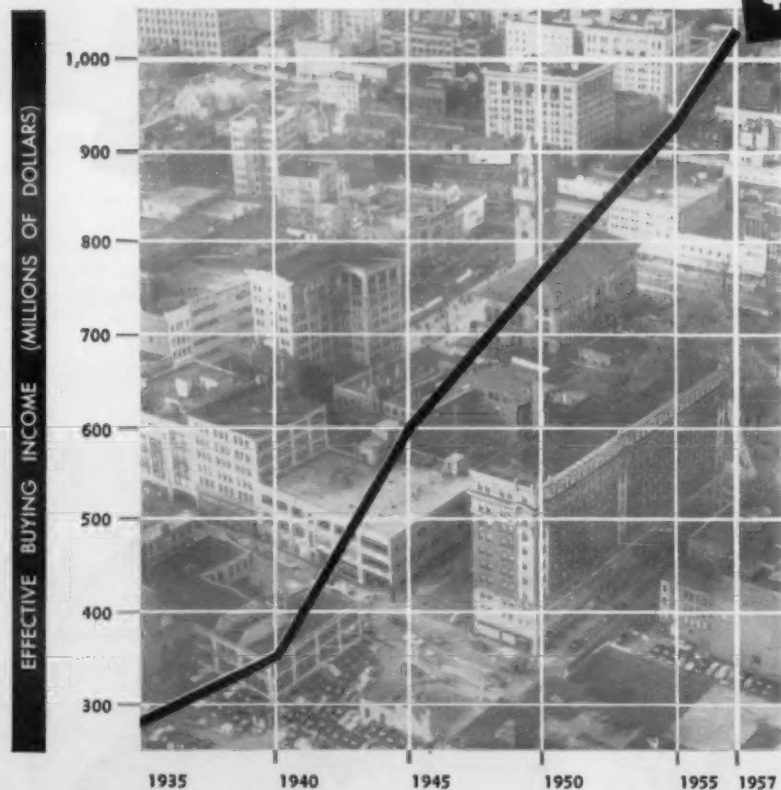
Huff & Johnson Advertising, 22B Windermere Blvd., Charleston, S. C., began operations on July 1. Principals of the new agency are William D. Huff, formerly public relations director and an account executive, and Paul E. Johnson, formerly art and production director, both of Advertising Service Agency, Charleston.

Berghoff Promotes Two

Marold Ross and Barry Ziff, senior account executives of Berghoff Associates, Hollywood, have been promoted to major executive positions. Mr. Ross has been appointed radio-tv director of all time and talent purchasing for the agency. Mr. Ziff has been appointed director of merchandising and market research.

WORCESTER NOW A BILLION DOLLAR MARKET

EFFECTIVE BUYING INCOME — WORCESTER COUNTY 1935-1957



Source: Sales Management

NOW
\$1,039,790,000

Metropolitan Worcester County Market

1958 Population Sales and E. B. I. (Gains)	% Increase since 1950
Population	587,000 UP 7.5%
Retail Sales	\$648,594,000 UP 53.5%
Grocery Sales	\$169,405,000 UP 26.6%
E. B. I.	\$1,039,790,000 UP 53.4%
General Merchandise	\$68,973,000 UP 38.1%
Drug Store Sales	\$20,858,000* UP 105.8%

Source: Sales Management Survey of Buying Power, May 1958
*Drug Sales (All Outlets) Est. Over \$25,300,000

2nd Market in Massachusetts with

91.9%

coverage by the **TELEGRAM-GAZETTE**

Daily Circulation 162,449
Sunday 105,300

Audit Dec. 31, 1957

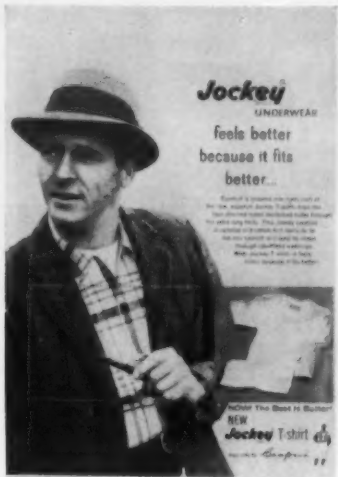
The Worcester **TELEGRAM and GAZETTE**
WORCESTER, MASSACHUSETTS

MOLONEY, REGAN & SCHMITT, Inc.

National Representatives



OWNERS OF RADIO STATION WTAG AND WTAG-FM



Jockey
UNDERWEAR
feels better
because it fits
better...

MANLY—Coopers Inc. is returning to a "fashion" approach in its fall advertising following a spring push on "fit." This ad, in the June 30 *Life*, precedes and forecasts the fall campaign. Henri, Hurst & McDonald, Chicago, is the agency.

Manpower Forms Division

Manpower Inc., Milwaukee, has formed a new division to provide sales, advertising and marketing executives with a merchandising service package. Heading the new division will be James D. Scheinfeld, Manpower vp in charge of sales. The merchandising services will include a stock inventory control plan, sales branch offices, survey interviewing, demonstrating, convention and trade show services, premium and coupon redemption, sample and circular distribution, mailing services and furnishing and creating mailing lists.

D-F-S Appoints Three

Dancer-Fitzgerald-Sample, New York, has appointed Thomas McClintock a senior media buyer, George Harrison an art director and Joseph Harris tv art director. Mr. McClintock formerly was with Young & Rubicam. Mr. Harrison previously was with Geyer Advertising. Mr. Harris formerly was with Cellomatic Inc.

'Pratt Tribune' Names Hagg

The *Daily Tribune*, Pratt, Kan., has changed its national advertising representative from Sheerer and Co. to Arthur H. Hagg & Associates, Chicago.

Henri, Hurst Adds Admiral Segment; Has Entire Account

Admiral Corp. has named Henri, Hurst & McDonald, Chicago, to handle advertising for all its divisions. Henri, Hurst, which has been handling Admiral's appliance and electronics products lines, replaces Cruttenden Advertising on Admiral's international, inter-American, government laboratory and accessories and special products divisions.

The added divisions are reported to bill about \$250,000; Admiral's over-all ad budget is reported to be about \$10,000,000.

Heisserman Joins 'Power'

Robert E. Heisserman, formerly with Stock Equipment Co., Cleveland, has joined *Power*, a McGraw-Hill publication, as central district manager in Cleveland.

'Time,' 'Life,' 'SI' Test Summer Issue Price Cuts

Time, *Life* and *Sports Illustrated* are being offered at cut prices this summer at newsstands in certain markets. *Time*, usually 25¢, will sell at 15¢ in markets in 25 southern and midwestern states; *Life*, usually 25¢, will sell for 19¢ in six western states and for 15¢ in 25 southern and midwestern states, and *Sports Illustrated*, usually 25¢, will sell for 13¢ and 15¢ in resort areas. These "tests of introductory offers" begin with July 7 issues.

McIntyre Gets 'Rudder'

The *Rudder*, New York, has appointed George V. McIntyre Advertising, New York, to handle its promotion. The yachting publication plans a campaign in which press, radio, and periodicals will be used.

at your  service
SAFE DEPENDABLE

LONG DISTANCE MOVING
for your
DISPLAYS & EXHIBITS

- Courteous, dependable drivers
- Expert, careful handling
- "On time" deliveries
- Efficient Traffic Control System

Wheaton
Van Lines Inc.

over 500 Agents —
all principal cities

In the West
LYON

General Offices: Indianapolis, Ind.

CINCINNATI TIMES-STAR

"Let's get together"

we lead where YOU can sell the most."

Products status quo? Advertise in the paper that's on the go! The Cincinnati Times-Star has raced ahead of the Post to the number one evening position in vital Hamilton County . . . in the important City Zone . . . and the golden Tri-County Metropolitan Area—where strength counts the most! That's why in Cincinnati, the newspaper with the greatest number of retail display ads is the . . .

TIMES-STAR

Get the latest Cincinnati facts. Call Mike Burnes, General Advertising Manager, The Cincinnati Times-Star, Cincinnati, Ohio • O'Mara & Ormsbee, Inc., New York, Chicago, Detroit, Los Angeles, San Francisco • McAskill, Herman & Daley, Miami Beach.

A. B. C., 9/30/57.



"GEE! THIS BEER REALLY TASTES LIKE BEER!"

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with

WGN-TV
Channel 9—Chicago

The
**DETROIT
FREE
PRESS**
is
Michigan's
FIRST
Newspaper!

-FIRST WITH
SO MANY READERS
FOR
SO MANY REASONS

FIRST
daily in Michigan

Proudly serving
the people
since 1831



FIRST
in women's
stores
advertising

More than both
evening papers
combined

FIRST
in reader interest

Free Press pages
are better-read
by men
and women



FIRST
one up in the
morning

Unlike other major
markets, just one
morning paper

FIRST
in home-delivered
increase

Highest home-
delivered circulation
in history!



-you see the friendly
Free Press everywhere!

NATIONAL REPRESENTATIVE:

Story, Brooks & Finley

RETAIL REPRESENTATIVE:

George Molloy, New York

Along the Media Path

According to population estimates, there will be 3,000,000 more girls in the 10 to 16 age bracket in 1965 than at present, according to a brochure by *American Girl*. The folder gives female population estimates for various age groups and finds the greatest expansion will be 31.8% in the "tween" group, with an increase to 12,747,000 in 1965 from the 1957 figure of 9,670,000. The brochure is available from L. R. Barnhart, ad manager, *American Girl*, 830 Third Ave., New York 22.

• 5,177 supermarkets will feature *American Weekly's* fifth annual picnic promotion "Pick Up and Go on a Picnic." The publication's picnic issue, published June 22, carried tie-in advertising by 32 manufacturers of products distributed through food stores, AW reports.

• A promotion gimmick by KPHO and KPHO-TV, Phoenix, included the sending out of miniature "Alpha I" rockets along with the message: "... But all the rockets, flares and searchlights in the world won't show and tell about your products and services as KPHO radio and tv can."

• Color ads, pre-printed on rolls of 55 lb. coated paper, were inserted in the regular press run of the *Detroit News*, June 24, making it the first time pre-printed four-color ads ever ran in a *Detroit* newspaper, the *News* says.

• A spiral-bound introductory brochure tells about *Management & Business Automation* (AA, May 12), which will be published start-up in January by Office Appliance Co., 600 W. Jackson Blvd., Chicago 6. The publisher also has available a dummy issue, dated October.

• *Business Week* and the *New York Herald-Tribune* are recipients of Loeb Awards for outstanding reporting of business and finance. The awards, established last year under a grant from the Sidney S. Loeb Memorial Foundation, were made for reporting by David Steinberg, of the *Herald-Tribune*, and Werner Renberg, of BW.

• The *New York World Telegram & Sun* reports that its circulation for the six months ending March 31 was 473,732, a gain of 19,595 over the 454,137 for the preceding six months' period. The gain was made despite a newsstand price increase from 5¢ to 10¢ made in March, 1957. The figures are included in a 28-page brochure called, "A Special Report to Advertisers... One Year After its Newsstand Price Increase."

• "Operation Manhattan," *Farm Journal's* project to reduce its circulation to rural delivery only, has been declared a success. The magazine reports that June circulation for the eastern edition was about 475,000 compared to 655,558 last December. The guaranteed circulation base for advertisers is 450,000. In the central states June figures show a net paid circulation of about 1,525,000 as against 1,684,257 last December.

• The *Chicago Sun-Times* reports that more than 34,000 reprints have been requested of a May 22 editorial, "Get With It, Salesmen." The editorial, which included the quote "Merchandising without enthusiasm is like kissing your wife through a screen door," has been reproduced in a folder by the newspaper.

• The *Free Press*, London, Ont.,

has published the first of three special "London on the March" sections. The newspaper notes that the city's population grew from 110,000 to 157,000 in the past ten years and that more than \$200,000,000 has been spent in the area for expansion and creation of industry since 1948. The second and third sections will deal with commercial, residential and civic development along with stories on cultural activities, hospital and church growth.

• The first prize of \$500 in *Harper's Bazaar's* promotion contest was awarded to Bramson's, Chicago women's specialty shops. The contest was for the best over-all store promotion of "New Heights of Fashion" based on a six-page color advertising section in the magazine's April issue.

• WINS, New York radio station, is celebrating Family Month by picking up various family bills. A family can register for the awards with a postcard. Four disc jockeys pick a family each week and pay a month's rent or food bill or utilities bill or laundry and cleaning bill. At the end of June, a monthly winner will have all the above bills paid for by WINS.

• WNHC radio and tv, New Haven, plans for quarters in the city's \$40,000,000 Oak St. redevelopment area.

• Pacific Outdoor Advertising Co., Los Angeles, has equipped its ten trucks with three-way radios (office to truck, truck to truck, truck to office) in order to provide "better and faster service" to its clients.

• "Here's the Direct Route to Sales," the latest in the "Advertising Facts" case histories published by the Bureau of Advertising of the American Newspaper Publishers Assn., cites the case of Western Airlines. New service ideas and one of the most diversified newspaper ad programs in the transportation field increased the airline's passenger mileage by 75% within a period of three years, BofA says.

• Reprints of a Morse Twist Drill & Machine Co. ad which bannered "Guts... Not Cuts... that's what business needs Right Now" (AA, June 16) is being used as a mailing piece by Hitchcock Publishing Co., Wheaton, Ill., to encourage other advertisers to "do likewise."

• *Women's Wear Daily* is sending



O'Shaughnessy Meyer Hopkins Franklin

BIGGEST—Looking over the largest resort area ad ever run in the travel pages of the *Chicago Sun-Times* are Wade Franklin, travel editor; Joe O'Shaughnessy, ad representative of the *Sun Times*; Harold Hopkins, Reincke, Meyer & Finn, and Wallace Meyer, president of the agency, which placed the ad for the Wisconsin Dells.

out a 6" spike with a memo saying, "Here's the nail... We've got the hammer. Let's sit down and discuss this powerful selling tool."

• A small folder by *Electronics & Communications*, 450 Alliance Ave., Toronto, reminds U.S. business men that though Canadians are pro-American, they resist "any implication that the Canadian market is part of the market or economy of any other nation—great or small." The magazine suggests that U.S. business men address their promotional efforts to Canadians in publications for Canadians.

• Best Foods will be the first advertiser to use *Life's* new split-run advertising in the western area. Advertisers using half-page or larger units can now change their copy for runs limited to *Life's* Pacific Coast printing plant which supplies copies for the western states, Alaska and Hawaii. The Best Foods split, running in the July 14 issue, calls for ads for Best Foods mayonnaise west of the Rockies and for Hellmann's mayonnaise in the rest of the U.S. and Canada.

• The *Journal Star*, Peoria, Ill., plans a series of special editions built around the theme, "Live Better Now! Why Wait? Buy it in '58." The first edition ran June 22; others follow on Aug. 4; Sept. 7; Oct. 5; Nov. 2, and Dec. 7.

• "Burgeoning is the word..." for the growth of Latin American markets, according to a *Time* study. The study, which includes information on *Time's* Latin American readers, is available from Bob Solotaire, corporate publicity, Time International, Time & Life Bldg.,

Rockefeller Center, New York 20.

• A *Motor Boating* promotion included the presentation of a personalized bottle of Old Forester bourbon delivered to entrants in the Bermuda race. Each bottle had the name of the yacht emblazoned on the label, was wrapped in the latest issue of the magazine and accompanied by a note wishing the crew a fast and safe passage. The promotion was a joint effort of the magazine and Brown-Forman Distillers Corp.

• A *Time* promotion piece finds that the dollar "... differs from house to house." It shows light-hearted sketches of types of "dollars"—from the "Gullible" to the "Carefree"—and winds up with the "Educated Dollar" and the suggestion: "There's a way to make it your dollar... every Time."

• A brochure by WBBM, Chicago, describes the radio station's "effort devoted toward the welfare of the community it serves." Copies are available from H. Leslie Atlas, vp and general manager, WBBM Radio, Chicago.

• *National Geographic Magazine* will increase the circulation base from 2,000,000 to 2,100,000 and its rates by 10% effective with the January issue.

• The *Daily Times*, Valdosta, Ga., has moved into a new building at 201 N. Troup St. A new press doubles the 32-page capacity of the daily's old press.

• *Everywoman's Family Circle* will sponsor a consumer contest in its October and November issues to honor the 25th anniversary of the National Assn. of Food Chains. The contest, with prizes valued in excess of \$50,000, will dramatize the supermarket as a symbol of the "American Way of Life." Contestants will be asked to identify a selection of American symbols and to complete the statement "I like my supermarket because..."

• A brochure by WOV gives information about the Negro market



HAPPY HOLIDAY—A new musical presentation, "Holiday Time," has been packaged complete with script and hi-fi music album and offered to retailers for fashion shows by *Holiday Magazine*.

**Ivan
does
it!**



See page 80

in New York and statistics about the radio station's coverage of the market.

• Starting Aug. 10, the Wisconsin State Journal will publish a supplement, Wisconsin Farm News, on the second Sunday of each month. Write William H. Scrivner, ad manager, Madison Newspapers, 115 S. Carroll St., Madison 1, for a folder describing the market and the new publication.

• For the second successive year, the Record, Chelsea, Mass., published "A Report to the People" by the mayor and department heads of the community. The publication consisted of eight tabloid-size pages.

• A special Sunday edition on July 27 will mark the 75th anniversary of the founding of the San Jose News. A special souvenir edition will include a 48-page section covering the history of the News and the San Jose area along with forecasts of how big the area will be when the News hits 100 in 1983.

• From July 14 to July 24 the Houston Post will present a series of 16 interview-type radio programs called "Post Political Forum." The programs, over KPRC, will be designed to give the public an opportunity to hear the views of candidates for political offices.

• The Philadelphia Inquirer has published its "1958 Circulation Analysis" which includes information about the newspaper's coverage. Copies are available through all Inquirer representatives or write Leonard E. Bach, general promotion manager.

• Ground has been broken for construction of a new \$300,000 studio for KOCO-TV, Oklahoma City. The target date for the first telecast from the new tv facility is Oct. 1.

• "A Profile of Dun's Review & Modern Industry," new brochure, is available from James H. Koch, Dun & Bradstreet, 99 Church St., New York 8. The brochure tells about the magazine's staff, policy and gives a "Reader Profile."

• The trend of network tv audiences continues upward, according to the Television Bureau of Advertising January-May report. The report says that the first five months of 1958 showed an 8% increase in average evening program audiences and a 13% increase in the average daytime audience.

• As the Daily Record-Herald moved into its new building in Wausau, Wis., it marked the occasion with a 28-page booklet describing and illustrating the new plant. The move marks 50 years for the newspaper.

• The Texas National Bank will sponsor KXYZ's new "Skycast" which reports, in cooperation with the Houston police, traffic conditions from a helicopter.

• **Department of New Laurels:**
Ad linage of the 28 international editions of the Reader's Digest for the first six months of 1958 is 7% ahead of linage totals for the same period last year, the magazine reports. The Digest's overseas editions have carried 9,090.5 pages to date this year, almost 600 pages more than their midyear total in 1957. 20 of the editions registered ad gains. Top gains were made by the New Zealand edition (up 91 pages), German (up 88), Australian (up 64) and the French (up 50.5).

The current issue of House Beautiful is the largest June issue in its history, topping all previous ones in linage, ad revenue and

number of pages. Highlighting the issue is the 32-page Schoiz Home insert.

Motor Boating reports that its ad dollar volume is up 19% for the first six months of this year over the same period in 1957. The current June issue with 132 pages of advertising set a new postwar linage record for that month.

Town & Country reports that its travel ad linage is up 13%, travel ad revenue is up 27% for the first half of 1958 over the same period last year. #

L. A. Agencies Merge

Cheshire Advertising Agency, Los Angeles, headed by Bob Reichenbach, will merge with the Los Angeles office of Bernard B. Schnitzer Inc. Mr. Reichenbach will be vp in charge of the Southern California Schnitzer office. The new Southern California address of Bernard B. Schnitzer is 6606 Selma Ave., Hollywood. Executive office of the agency is in San Francisco.

Chemetron Promotes Wedereit to Ad and PR Director

Gene Wedereit has been promoted to director of advertising and public relations of Chemetron Corp. The company, formerly named National Cylinder Gas Co., changed its name May 6 (AA, April 14). Mr. Wedereit has been with the company 15 years, previously serving as director of advertising for several of the company's divisions.



Gene Wedereit

Mr. Wedereit is a former president of National Industrial Advertisers Assn.

Shea Heads t.f. Club

Robert J. Shea, Public Works Journal, has been named president of the t.f. Club of Chicago for the 1958-59 term. Other new

officers are G. C. Hooker, Thomas Publishing Co., 3rd vp; and William O. Dannhausen, Gas Industries Girard, The Tool Engineer, 2nd vp; Griff Williams, Haywood Pub-

lishing Co., 3rd vp; and William O. Dannhausen, Gas Industries Equipment & Appliance News, secretary-treasurer.

one call for all!

- VISUAL SELLING AIDS
from flip-overs to films
- SALES TRAINING PROGRAMS & MEETINGS
from copy planning to production
- EXHIBITS & DISPLAYS
from creation to production
- POINT-OF-SALE MATERIAL

visual communications specialists

We are Masters of all Visual Communication Techniques, fully staffed with creative consultants and with complete facilities (all within one shop) to do any job for you in the visual selling field!

call us... for results you can see!



rapid art service, inc.

304 east 45th street, New York 17, N. Y. MUrray Hill 3-8215

CREATIVE ART STUDIO • SILKSCREEN TYPE & LETTERPRESS • BOOK BINDING CHARTS & MAPS • EXHIBITS & DISPLAYS

TAMPA-ST. PETERSBURG

... market on the move!

Now in top 30 markets, sparked by amazing industrial development — basis for sound, stable, rapid growth! The Twin Cities of the South are now 30th in total retail sales, 33rd

in food sales, 27th in automotive sales, and 29th in drug sales.*

Clearly, Tampa - St. Petersburg is a must on every modern market list!

**Sales Management Survey of Buying Power, May 10, 1958*

INDUSTRY ON THE MOVE IN TAMPA - ST. PETERSBURG



New Schlitz brewery — \$20,000,000 plant to produce 1,000,000 barrels a year!



General Electric plant has 161,000 square feet, employs 930 people!



Minneapolis Honeywell's modern plant has 98,000 square feet, employs 450 skilled workmen!

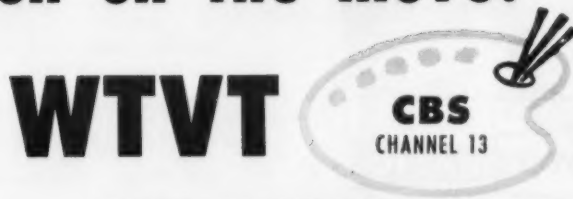


New \$26,000,000 Budweiser plant arising in the Tampa-St. Petersburg area!

WTVT...station on the move!

WTVT dominates Tampa - St. Petersburg not only with top-rated network programming, but with outstanding local shows as well. Ask your Katz man for facts and figures today!

Represented by the Katz Agency.



TAMPA - ST. PETERSBURG
The WKY Television System, Inc.

Theater-Screen Ad Business Holds Own as TV Educates Viewers to Accept Movie Ads

CHICAGO, July 1—Television has been given much of the blame for the present troubled condition of the movie industry, but one movie group—Theatre-screen Advertising Bureau—says tv is responsible for at least one benefit.

Because of tv, the group says, the public has been strongly conditioned to accept advertising with its entertainment, leading to a phenomenal growth in the number of theaters available for theater-screen advertising.

Approximately 98% of the country's 4,500 drive-in theaters and about 80% of the 15,000 indoor theaters will accept advertising this year, according to TsAB. In 1946, only 40% of the 300 drive-ins and 70% of the indoor houses were available for advertising.

Another factor, especially regarding indoor theaters, is that tv has cut into admission revenues, and operators are more willing to accept screen advertising for the additional income. Then too, TsAB says, improvement in the quality of the screen commercials has made them more acceptable.

■ TsAB is an association of five companies which produce and distribute commercials. Their total volume of business this year should be approximately \$20,000,000—about the same as last year.

The five companies are Alexander Film Co., Colorado Springs; A. V. Cauger Service, Independence, Mo.; Motion Picture Advertising Service, New Orleans; Reid H. Ray Film Industries, St. Paul, Minn., and United Film Service, Kansas City.

TsAB executives met in Chicago to discuss the lucrative summer season (average weekly U.S. movie attendance goes from 30,000,000 during November through April to 50,000,000 during May through October).

TsAB members say the prevalence of theater-screen advertising often comes as a surprise to many admen who are located in downtown New York and Chicago, where it is not generally available.

■ But, they say, more than 25,000 local advertisers—the medium's traditional customers—will promote their wares and services on theater screens this year, and many of the biggest names in national advertising will join them.

Chevrolet, a pioneer in this medium, has booked about 3,500 theaters for its 1958 campaign, the majority in drive-ins. Chevrolet and its agency, Campbell-Ewald, select the theaters where the commercials will run; other auto makers usually ship the films to film distributors who sell their usage to local auto dealers.

Other national advertisers on the film circuit include General Electric, U. S. Rubber, Carnation Milk, Coca-Cola, Rexall, Philco,

B. F. Goodrich, Maytag, Skelgas, Rheem, Pepsi-Cola, Pet Milk and Seven-Up.

Principal factor in determining screen advertising rates is the average weekly attendance at a theater, with costs ranging from \$5 to \$7 per 1,000, depending on the length of the commercial. Theaters in high income neighborhoods sometimes get premium rates.

■ Theater screen advertising companies receive certified attendance figures from the theaters, and sometimes spot-check the figures by buying tickets in the morning and at night to compare the serial numbers.

A recent innovation in the medium, TsAB says, has been the use of sampling and couponing.

Bankers Life & Casualty Co., Chicago, ran a major test for its White Cross Plan medical and hospital policies, using 81 drive-ins throughout the country.

Return postcards, offering premiums for inquiries, were handed to patrons as they drove in, and 80-second commercials asked that the cards be sent in. Two different films were used in one-week tests.

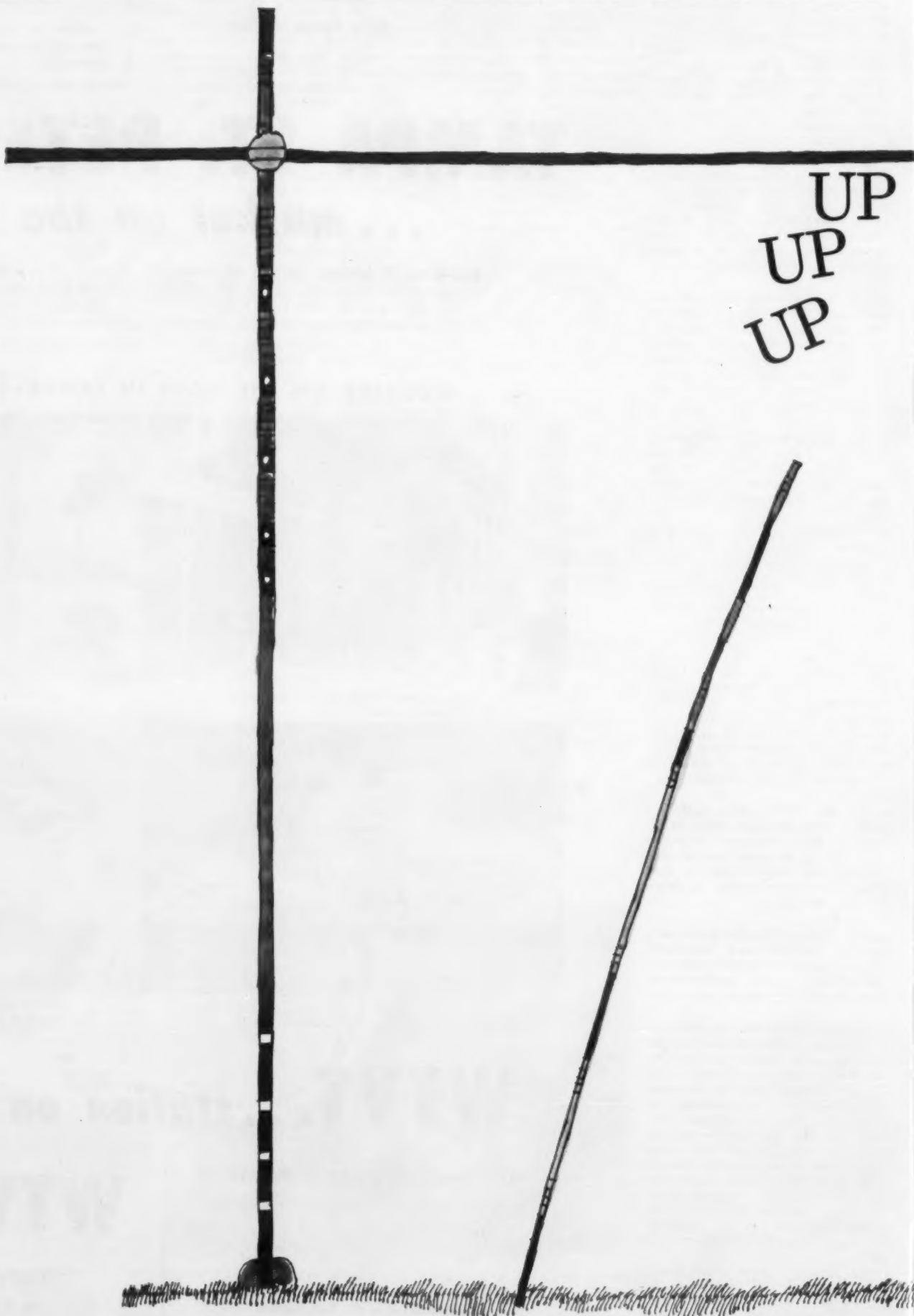
Bankers Life said the number and seriousness of inquiries were good enough to warrant further use of the plan.

■ The big advantage of theater audiences, TsAB points out, is that the audience is a captive one with attention focused on the screen in a darkened area. A

Sindlinger & Co. study reported that 72% of drive-in patrons who were exposed to theater screen advertising within a week prior to the questioning recalled seeing advertising, and 64% could name correctly one or more of the advertisers and/or products advertised. #

'Suburbs' to Bow Next Fall

The New York Suburbs, an annual offering "complete information on living conditions in more than 300 suburbs around New York City," will be published by Maga-books Inc., 550 Fifth Ave., in September. Rates will be based on \$400 a b&w page. Arthur Hettich, publisher, said the annual will have an initial circulation of 75,000 and will be sold on newsstands.



DID YOU KNOW?



GENUINE GLOSSY PHOTOS
COST AS LITTLE AS
PLANOGRAPH!

WHY TAKE LESS?

Singleweight	Quantity	5 x 7	8 x 10
Glossy	25	\$ 2.75	\$ 4.00
Prints	50	4.50	6.00
	100	8.00	9.50
	250	17.50	22.50
	500	30.00	42.50
	1000	55.00	75.00
Negative		1.15	1.65

PHOTO MATIC

59 E. Illinois St., Chicago 11, Ill.
Whitehall 4-2920

McKesson Sets Record Sales

McKesson & Robbins, New York, reports record sales of \$593,854,359 for the fiscal year ending March 31 and a net of \$9,877,258, equal to \$5.28 per share. The earnings are second to last year's \$10,475,449 and the 1957 decline is attributed to a decrease in last quarter sales and an increase in reserves.

Agency Names Four VPs

Robert Hall, art director; Dr. Robert S. McCleery, medical director; Aaron Appleby, account executive, and John N. Kolen, marketing director, have been elected vps of Burdick & Becker, New York. The ethical drug agency has shortened its name, following the resignation of Donald Fitzsimmons.



RALPH WALLSTEN has been named advertising manager of Dormeyer Corp., Chicago. He formerly was assistant ad manager.

N. Y. BBB Wins Award

The Better Business Bureau of New York City has won the Los Angeles trophy, awarded annually for the most outstanding community service performed by any of the 110 better business bureaus of the U.S. and Canada, for its campaign in 1957 to educate the public against stock swindles.

Deck-Kuehn Formed

Deck-Kuehn & Associates, an art and sales promotion organization, has been formed at 75 E. Wacker Dr., Chicago. Principals are Harry Deck, formerly owner of Advertising Promotions Inc., and Lloyd Kuehn, formerly owner of an art and sales promotion agency bearing his name.

Cost of U.S. Outdoor Showing Doubles in 18 Years; So Does Audience Reached: Paver

TOURQUAY, ENGLAND, July 1—In 1940, the monthly cost of a nationwide maximum poster showing in the U.S. was \$371,000.

Today, the cost is \$759,000. In 1940, the 100 showing meant 29,430 panels, giving a cost-per-panel of \$12.59; it reached 81,500,000 people in 17,300 markets.

In 1958, the 100 showing means 11,287 panels, giving a cost-per-panel of \$29.95; it reaches 121,400,000 people in 11,287 markets.

These figures were presented here last month by John Paver, president of the National Outdoor Advertising Bureau, New York, in a talk to the annual meeting of the

British Poster Assn.

Mr. Paver, who presented an outline of the workings of the U.S. outdoor industry, noted that there has been a big shift from rural to urban living.

"For example," he said, "in 1925, 54% of our population was urban. In 1975, according to projections by the Stanford Research Foundation, 80% of our population will be urban."

Mr. Paver reported that the NOAB is "owned 100% by advertising agencies and is operated solely for their benefit." He said NOAB now handles more than 600 accounts. #

Philadelphia PRSA Elects

Joseph V. Baker, president, Joseph V. Baker Associates, has been elected president of the Philadelphia chapter, Public Relations Society of America. Also elected were Daniel J. Bergen, Sun Oil Co., 1st vp; Robert A. Van Riper, N. W. Ayer & Son, 2nd vp; Tom Veale, Atlantic Refining Co., secretary; H. Furness Taylor Jr., Scott Paper Co., treasurer, and John K. Murphy, Pennsylvania Railroad, chapter representative to the national board.

Consulting Service Bows

Mrs. T. K. Youritzin has resigned as officer and general manager of Gubelin Bros., New York, importer of watches and jewelry, to open her own consulting service in marketing, promotion and public relations at 35 W. 53rd St. Gubelin will be one of her clients.

Sponsors Photo Program

Popular Photography, New York, is sponsoring an in-store merchandising program in cooperation with 15 leading manufacturers in the photographic field. The program is built around a kit containing displays with the theme "Make This a Photographic Summer."

Don Kehn Moves to Mathes

Donald F. Kehn, an adman who also is an engineer, has joined J. M. Mathes Inc., New York, as an account executive. Mr. Kehn was formerly an account executive of Kudner Agency, on the Allison division of General Motors.

ONLY the RECORD and JOURNAL



Meriden • Wallingford, Conn.

Here is one of Connecticut's best selling opportunities . . . effective buying income exceeding \$149 million . . . hardly touched by any other Connecticut ABC daily newspaper. But you'll get 97% coverage in The Record & Journal, this rich market's only local daily.

The Meriden RECORD and JOURNAL

Meriden • Connecticut

National Representatives: GILMAN, NICOLL & RUTHMAN

and UP!



In June, for the fourth consecutive month, NBC Television Network nighttime programming topped all competition, according to Trendex. NBC leads the second network by 8%, the third network by 48%. This latest evidence confirms once again NBC's leadership as similarly shown month after month by the Nielsen Multi-Network Area Report.

In terms of individual time periods, NBC has scored a series of dramatic audience gains since the season began.

For example, NBC now comes out on top four nights out of seven . . . wins 20 of 42 nighttime half hours, seven more than in October and almost as many as the other two networks combined.

In the re-programmed 7:30-8 pm time period, Monday-Friday, NBC has moved ahead 54% since October, now leads one competitor by 101%, the other by 66%. WAGON TRAIN has increased its share-of-audience 78% since October!

Record-breaking increases like these put the finishing touches on a season which has seen NBC move rapidly to the top in the greatest one-year audience shift in television's history.

NBC TELEVISION NETWORK

Source: Trendex (Sunday through Saturday, 7:30-10:30 pm)



The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Says Ad Volume Story Needed Better Balance

To the Editor: The report in *ADVERTISING AGE*, June 16, called "Magazine Ad Volume, Sales Skidding," made interesting but unpleasant reading for people in the advertising business in general and magazine people in particular.

It was made all the more gloomy by the fact that, instead of emphasizing the positive, the story seemed to do just the opposite. After listing in detail the substantial losses occurring among the major magazines, the statement is made that only a few books are ahead and then lists two publications, *The New Yorker*, up 11 pages, and *Coronet*, ahead seven

pages. Don't you think the story might have had better balance, been more factual and informative, if it had listed among the books that are ahead such publications as *Redbook* magazine, with a 25 page increase during the first six months of 1958?

With regard to the report on newsstand sales, I think the balance could have been improved also. Against a list of magazines with newsstand losses for this period, only *Reader's Digest* is named as having an increase in newsstand sales. The fact is, however, that other publications, including *Redbook*, have had a newsstand increase during this period.

Isn't it especially newsworthy in a story of this sort that there are publications running contra-trend? We may be unduly proud of the fact that *Redbook* is doing so well both in advertising volume and in newsstand sales, but we honestly feel that this is information that has special significance for the advertiser.

Charles S. Thorn,
Redbook, New York.

Hardship on Small Agencies, Frankel Plan Called

To the Editor: I read, with more than ordinary interest, the article by Norman Frankel (*AA*, June 9) suggesting that advertisers be held responsible for losses to media because of failures of advertising agencies. At one time our company went through this experience. Some media asked us to pay for space for which we had already paid our advertising agency.

In my opinion, if the contracts were changed as Mr. Frankel suggests, advertisers would insist, especially those employing small agencies, that media bill the advertisers direct.

Whether or not this would be an advantage or disadvantage to the media or to the advertising agency, I cannot say.

Under the present system the advertising agency is, in effect, a sales organization working on commission for the publishers. The advertisers would no more want

to be held responsible for the default of an advertising agency than they would for any other commission salesman whom they paid for goods or services to be delivered by the agent's principal.

I should think that Mr. Frankel's proposal would work a hardship on the small agencies. Larger agencies would probably make arrangements with media absolving their clients from any obligation in case of default of the agency. Smaller agencies might find it impossible to make such arrangements. In such cases advertisers would insist on being billed direct. Additional book-keeping forced on advertisers would be an additional obstacle for small agencies and an advantage for large agencies.

I would be interested in what other advertisers and the smaller agencies think of this proposal—also the publishers.

Ronald Colston,
Vice-President, Promotion,
Doane Agricultural Service
Inc., St. Louis.

Your Ol' Catamaran Scudding?

To the Editor: Reference is made to the attached clip-sheet of an ad which appeared in the *New York Times* of Monday, June 9.

Not only have I never seen a "catamaran scudding close-hauled against the wind," I wouldn't recognize one if I did see one, wouldn't know if it was "scudding" or



What has the balance of a Corvette?
CORVETTE
SEE YOUR LOCAL AUTHORIZED CHEVROLET DEALER

plain ol' catamaran-ing (or whatever these aristocratic "cats" do) and it could be "close-hauled" or remote-dragged and I'd still be in a fog as to what was going on.

Briefly, that must be ad copy understood only to Corvette buyers who park their sports cars on docks and gaze out at figures riding twin-hulled scows.

I just wonder. How blasé can Chevrolet and its agency be?

Or, is it possible they propose to follow up this compounded confusion with a display bit which interprets the original?

Larry Asplund,
Chicago.

Tells Strategy Behind Bacardi's 'Ebony' Campaign

To the Editor: We thought you and *ADVERTISING AGE* readers might like a comprehensive look at a special Bacardi campaign for *Ebony*. Attached are the campaign's first three ads. The first two have been re-run recently; the third—"Blow that horn for two old favorites"—will appear shortly.

You might wonder why we use whites in some insertions, Negroes in others. The answer lies in talks we've had with *Ebony* editors and space representatives, plus other research. The conclusion is that



the Negro reader doesn't feel segregated if whites are occasionally shown in a nationally advertised product. Nor can he feel neglected if Negro models are used. So all bases are covered.

Results so far? The campaign is successful.

Frederic Henry,
Public Relations Director,
Brooke, Smith, French & Dorance,
New York.

Hayakawa on Wrong Track, Management Man Says

To the Editor: Somewhat belated reading of my copy of *AA* prompts this response to the Hayakawa missile: May 19. Our famous semanticist is not only very amusing but rather correct, from his point of view, except that his point of view is certainly incorrect.

In essence, Mr. Hayakawa contends that slow-selling automobile packages from Detroit are ill conceived products, mistakenly offered to the public on the strength of voodoo oriented and otherwise primitive motivational research. Now, as a professional marketing and management consultant, I tend to agree with his findings that Detroit falls short of answering the true needs and wishes of the public. However, I categorically question his arguments and his uninformed conclusions in making the motivational research people the sinister culprits.

What in the world makes him believe that monstrous decisions in Detroit are ever based on any kind of research? One doesn't have to believe in the validity of probing unconscious as against conscious opinions to realize the unbeliability of Detroit having been consistently supplied with motivational or any kind of other research that guided planning for, say, Edsels. Rather than suspecting my eastern research competitors of supplying—independently from each other—consistent advice to their automotive clients, based upon irrational findings, wouldn't Mr. Hayakawa do better to concentrate his suspicions upon irrational management decision-making as well as possibly inadequate research support?

Ernest L. Loen,
Los Angeles.

The National Pastime —Explaining Edsel

To the Editor: Baseball attendance is falling off because our new national pastime is explaining the Edsel's failure to the Ford Motor Co.

I heard a talk made by a representative of Edsel before the New York chapter of the American Marketing Assn. last winter. He outlined the company's thinking in producing the Edsel. The reasoning, as best I can recall it, seemed sound to me. In brief, he pointed to the substantial expected growth of the U.S.A. between now and 1975, i.e., a larger auto market. He proceeded to describe extensive consumer surveys which showed that a very large proportion of the car owners who trade up to a higher priced car do so by purchasing a better car made by the same company which made the car they own. Since the Ford Motor Co. offered fewer alternatives than

Chrysler or General Motors, it lost out in this trading-up process. Thus, the Edsel.

I for one don't know why the Edsel isn't doing well. I'm not even sure that it isn't a raging success. Ford says that it's enjoying higher sales than any other newly-introduced car ever has. And how much experience have we had in very recent years with a new car introduction? Because new grocery and drug products are introduced frequently, past experience offers some criteria for evaluating the success of such efforts. But the recent experience just isn't around in the automobile field.

Going back to the speaker I mentioned above . . . it was significant that he kept referring to the year 1975. Perhaps in investing a quarter of a billion dollars in getting Edsels into dealer showrooms the Ford Motor Co. was thinking a bit beyond the 1958 model year. They may have been intelligent enough to take a long run view and even be thinking of the effect which the Edsel would have on sales of all cars made by Ford. Since I can't seem to think of any other family-owned businesses worth a couple of billion bucks, I'm willing to assume that they are intelligent, indeed.

Now I'll make a prediction. Whatever it is now the Edsel will be a great success! The reasons are simple. Ford Motor Co. has had enough auto experience, and has enough brains, and enough money and, again pardon me, will do enough sound research to make it a success. I'll back up my belief with a bet open to all takers. I'll put up one depth-interview on the subject of why the Edsel succeeded against a one-hundred dollar gift certificate good at any Tucker or Kaiser-Frazer dealer's.

Monroe L. Mendelsohn,
President, Monroe Mendelsohn
Research, New York.

Shows Correction of Display Ad Figures

To the Editor: In the June 2 issue of *ADVERTISING AGE* appeared a photo of *Electronic Design's* management people celebrating "first position among electronics technical publications," according to the caption, with 229 pages of display advertising in April, 1958.

Your organization's *Industrial Marketing*, May, listed *Electronic Design* as containing 228 advertising pages in April and *Electronics* with 265. *Industrial Marketing* for June lists the 1958 total pages to date for *Electronic Design* as 1,234, with *Electronics* at 1,557.

May we suggest that the claim by *Electronic Design* is false and, for the record, should be corrected.

H. W. Mateer,
Publisher, *Electronics*, New York.

James S. Mulholland, co-publisher of *Electronic Design*, said that when *Electronic Design* reported 229 pages of display advertising in April and claimed first position among electronics technical publications in advertising volume, the comparison was made with *Electronics' technical editions only*, which are published every alternate week, and did not include *Electronics' business editions*, published every other week. On that basis, he said, the exact wording of the caption carried in the June



"GEE! NOW

THERE'S A DETERGENT!"

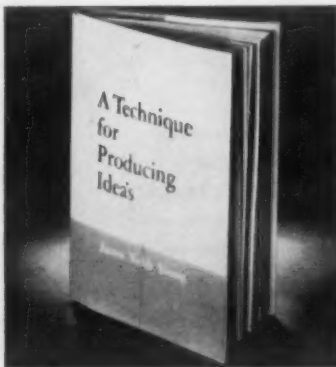
WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE" in your Chicago sales with

WGN-TV
Channel 9—Chicago

A Technique for Producing

IDEAS



Where do the moneymaking ideas come from—those ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the formula

which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of **A TECHNIQUE FOR PRODUCING IDEAS** now. Only \$1.25 postpaid.

ADVERTISING AGE
200 E. ILLINOIS ST.
CHICAGO 11, ILL.

2 issue of ADVERTISING AGE is correct as applied to the technical bi-weekly editions of Electronic Design during April. He conceded the Industrial Marketing tabulation of advertising pages carried in all editions of the two electronics publications for April is substantially correct.

Questions R.O.P. Color Claim

To the Editor: Attached is a story in Ad AGE for June 2. [The story referred to said that "the Boston Herald reports it is the first metropolitan newspaper in New England to carry four-color advertising in a daily edition."]

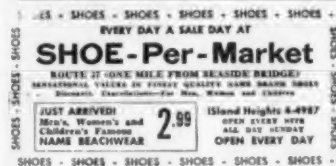
I am sorry to say your fine publication has been misled by the gentlemen up the street, but they insist on saying that they are the first metropolitan newspaper to carry four-color advertising in the daily edition. For your information, it is considerable gobbledegook. The Herald cannot run r.o.p. color. As I understand it, they run this off separately and insert the section into the regular paper. In other words, what I am saying is that the Boston Globe is the only metropolitan newspaper in New England capable of running r.o.p. color, even though the Herald has so listed themselves in the color sections of the various trade publications.

Recently we ran our first advertising color and I am enclosing some of these pages. On Friday, May 30, we ran the first r.o.p. color that had been run in New England by a metropolitan daily. This was a promotion page . . .

Robert L. M. Ahern,
Manager, Promotion-Research
Department, Boston Globe.

Here's the 'Shoe-Per'

To the Editor: On Page 78 of the May 12 AA, your E. B. Weiss predicts that "within five years, the shoe chains may have 1,000 store



units in true highway locations." Route 37 near Toms River, N.J., already boasts a "Shoe-Per-Market." Has any other store used this name previously, I wonder?

Buell R. Snyder,
Barnegat & Spring, Beachwood, New Jersey.

Warning: 'Gimlet-Eyed' Admen Spot the Errors

To the Editor: Advertising in a publication as well read by gimlet-eyed advertising people as AA is fraught with peril. For instance, the BH&G ad on Page 5 of the June 9 issue is doubtless a good ad; it captured me. But I do wish that when they make a picture setup, they would either have the proper trailer license or leave it off entirely. Their use of a passenger car license is not only illegal on a trailer, but it spoils what otherwise could be a convincing illustration.

Jim Totten,

Publishers' Representative,
Chicago.

P.S. Boating is a favorite sport of many advertising people, including me.

Anonymity Doesn't Suit This Ludgin Alumnus

To the Editor: There are many people who will readily agree with the kudos handed to the personnel of the Earl Ludgin organization and signed by "Ludgin Alumnus."

I happen to be one that also agrees. But the thing that puzzles me is the anonymity the signer of the letter hides behind.

After saying all those wonderful

things, his signature (or lack of it) has a typical lead balloon effect.

T. D. Hutchings,
President, Hutchings & Melville Inc., Chicago.

'A Lot Feel the Same Way' About Ludgin's Staff

To the Editor: "No finer agency staff anywhere—than at Ludgin."

That's what a letter to ADVERTISING AGE said (issue of June 9) signed "Ludgin Alumnus."

You heard what the man said. A lot of us who have been associated with Earle Ludgin feel exactly the same way.

Another Ludgin Alumnus.

'Permanent Reader' Adds Facts to German Agency Story

To the Editor: As a permanent reader of ADVERTISING AGE, we noticed your report about German economic boom and advertising, published in your issue of May 12.

We are, too, a well-known advertising agency in the German

market and can look back on 33 years of successful advertising work. According to our yearly billing of DM 40 millions approximately (about \$10,000,000) and with our staff of 400 employes, we are one of the top advertising agencies in Germany.

Unfortunately we became aware of a discrimination in the above mentioned report. Because of the fact that it mentions only companies affiliated to Advertising Agents' Assn. (Gesellschaft Werbeagenturen—GWA), one would gain the unfavorable impression that there are no other notable and efficient agencies of the same size but the quoted ones.

We have to point out, however, that we are not affiliated with the GWA. This organization groups the German offices of U.S. advertising agencies or such ones founded after the Second World War. With a quite fair number of the older and younger German advertising agencies—partly middle-size and of average-efficiency—we are affiliated

with the Assn. of German Advertising Space Broking Agencies and Advertising Agents (Verband Deutscher Werbungsmittler und Werbeagenturen—ADW). It is worth while to mention that the ADW is just these days setting up a working group for advertising agencies.

The outlines of this union of ADW advertising agencies would be surely sent to you by request at the head office of ADW, Frankfurt/Main, Mainzer Landstr. 49.

We are sorry for this unilateral selection of agencies you quoted for a particular reason. Our company is especially interested in contact with U.S. firms having business interests in the German market. Our client roster includes Remington Rand for many years. Pepsi-Cola Co. is also our account, and we have introduced on German market, Alka-Seltzer.

It will be no doubt of interest for you to hear Dr. Emil Hegemann, founder and chairman of our company, is a member of the International Advertising Assn. and our

firm is a co-founder of the CAMA (Continental Advertising & Marketing Agencies) in which are incorporated 11 leading European advertising agencies. You are probably informed about the New York CAMA office which is closely collaborating with the Fletcher D. Richards Co.

In order to maintain permanent contacts with our accounts and

FREE

CASE HISTORIES OF
SUCCESSFUL USAGE
OF **SPANISH** LANGUAGE
RADIO IN NEW YORK

Station WWRL
Woodside 77,
New York City

Chocolate covered market!

For baking chocolate, chips, bits, morsels

Successful Farming families spend
\$3,118,000 per year!

Their families are larger,
need more food than urbanites.

With an estimated average income
above \$10,000, they can afford
what they want—not only for food
but all consumer goods!

With crops good, prices higher,
SF offers an active market this year.

Having helped the best farm families
make more, live better, for 56 years,
SF influence increases response,
gives balance to national advertising
where general media miss. Call any SF office.

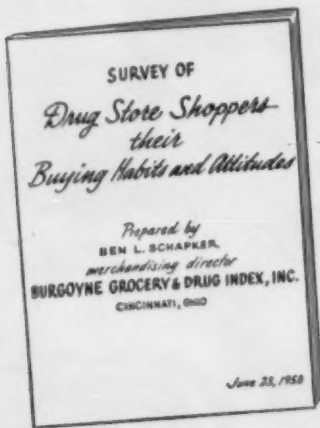
Successful Farming . . . Des Moines, New York, Chicago, Detroit,
Philadelphia, Cleveland, Atlanta, San Francisco, Los Angeles.

THE LANDING STRIP

as seen by

JOHN BURGOYNE

Effective Sales Research in grocery and drug stores requires the cooperation of store owners and operators. Accurate checking of shelf stocks, storage room reserve stocks, and receiving records—is obviously done best in an atmosphere of friendly helpfulness. Burgoyne's Continuing Consumer Studies of the buying habits and attitudes of shoppers in grocery and drug stores—made for the benefit of store owners and operators—are conducive to creating and maintaining such an atmosphere for the field research people of the organization. As a direct result . . . their work is accomplished more thoroughly and more accurately . . . because of full cooperation from the retailers.



However, the "Survey of Drug Store Shoppers" illustrated (and just off the press) is of interest and help to more than just owners and operators of drug stores. Manufacturers of products sold through drug outlets . . . and their advertising agencies . . . will find the facts uncovered to be of specific value in their overall considerations of marketing.

★ ★ ★

Where consumers prefer to buy items usually found on drug store shelves (but also available in other outlets) and why . . . frequency of shopping . . . why they prefer one drug store to another . . . what they don't like about certain drug stores . . . the doctors' influence on the shoppers' selection of a store to fill a prescription . . . the degree to which they regard the druggist as a professional man—all of these considerations and more are covered in this Survey of Drug Store Shoppers . . . Their Buying Habits and Attitudes.

★ ★ ★

Like the parallel study of Super Market Shoppers conducted annually for the past five years . . . this study is prepared by Ben Schapker, Merchandising Director of the Burgoyne Grocery & Drug Index, Inc. . . . and an old hand at getting merchandising facts.

★ ★ ★

Your copy of this Survey of Drug Store Shoppers . . . an analysis of the habits and attitudes of housewives responsible for most of the family purchases — comes to you postpaid for one dollar sent to the address below.



FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

business friends we publish a monthly house organ entitled "Kundendienst" with a circulation of 2,500. This informational publication reports on current marketing problems. "Kundendienst" is sent to companies, sales directors, account executives, various economic, government and press organizations. We are at your disposal to establish liaison with you and would gladly send to you our "Kundendienst" if you want to have it. Enclosed you will find a copy of our May issue.

We would like, finally, to give you some completion to your German report.

An inquiry made lately by IFO (Institut für Wirtschaftsforschung, Munich) covering 3,000 German industry firms, wholesalers, retailers and publishers, led to a surprising result: advertising expenditure for 1956 amounts to DM 4 billions. Up to now it was estimated at nearly DM 2.5 billions. We are sure that IFO would be glad to give you further information.

We hope to read in one of your next issues a supplementary note to your report about German advertising agencies.

Emil Hegemann,
Werbeagentur Dr. Hegemann
GMBH, Dusseldorf, Germany.

It's in Style

To the Editor: May I suggest that we add to those two excellent societies:

The Society for the Abolition of Sans Serif

The Society for the Abolition of Reverses, a third organization:

The Society to Restrict the Use of Clarendon.

With all due respect to this wonderful typeface, lazy advertising agency art directors seem to be running it into the ground. Anyone who isn't aware of this should leaf through the ads in any national magazine or newspaper.

Alfred H. Edelson,
Executive Vice-President, The
Rytex Co., Indianapolis.

The Creative Man commented on the prevalence of *Craw Clarendon* in his column of June 9.

Experts Give a Lesson in Type Faces

To the Editor: What could be more fun than pointing out someone else's mistakes! There will no doubt be thousands of other alert, bright-eyed advertising people



"GEE! THAT'S SOME RUG CLEANER!"

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE" in your Chicago sales with

WGN-TV
Channel 9—Chicago

who will notice "The Creative Man's" bobble, but, I want to be in on the fun.

On Page 74 of the June 9 issue, he points out several lines of display type all purported to be *Craw Clarendon*. The line reading "Del Monte Pineapple-Grapefruit Drink" is set in *Century Expanded*.

Maybe he was just trying to see if we were all seeing what we're looking at.

Don Personius,
Raymond E. Wallace Advertising,
Palos Verdes Estates,
Cal.

To the Editor: Anent the Creative Man's Corner—June 9 issue—*Craw Clarendon* bleat.

Tell your expert to look when he turns the corner!

As art director on Sanforized, I can assure you that our headline was set in "Fortune." Also several other tsks tsks! Have a look.

Carl S. Harris,
Young & Rubicam, New York.

Wisconsin Motor Given Place in Export Advertising

To the Editor: In connection with your very interesting and informative issue featuring international advertising and market data (May 12), I note that in your tabulation of the first one hundred advertisers in the export field, you listed one of our clients, Besser Co., of Alpena, Mich., but overlooked another of our good clients, Wisconsin Motor Corp., which should have ranked about No. 85 in the list.

In 1957, Wisconsin Motor Corp.'s publication space expenditures in the export market amounted to \$22,170.94 and for 1958 the space costs amount to \$27,347.82. The foregoing figures include figures for the foreign market exclusively and, in addition, our client invested \$14,371.50 in Canadian publications in 1957 and \$13,362.28 for 1958. In other words, the total tab for 1957 including both foreign and Canadian space would have been \$36,542.40 and for 1958 this figure has been increased to \$40,710.10.

Just thought this might be worth calling to your attention by way of an extra credit for us and our clients in the export field. . .

B. J. Paulson,
Chairman of the Board, Paulson-Gerlach & Associates, Milwaukee.

Thinks 'Hidden Persuaders' Have Come Out of Hiding

To the Editor: This morning a sudden draft whipped open the pages of my copy of the June 16 ADVERTISING AGE to the spread titled "Who put the toothpaste in Mrs. Babington's bathroom cabinet?" I haven't been so chilled by a draft since the one that hit the U.S. in 1939.

I'd seen the ad before, but the line across the bottom hadn't really registered: "The Tribune Can Do Almost Anything in Chicago." Ye Gods!

As a Chicagoan for 35 years, I was exposed from birth to the grandiose claims of the "World's Greatest Newspaper" and Colonel McCormick, yet never have I seen its power described so blatantly.

I nominate this ad for the "Advertising We Can Do Without" corner, as something on a par with the Frankenstein monster. It seems as though the "Hidden Persuaders" had decided to come out of hiding.

I doubt if this was the intended purport of the ad. However, if I were responsible, I'd look for a new tag line before the next insertion.

Sylvan S. Kaatz,
van Kaatz Advertising, Hollywood, Cal.



GORDON P. HENTZ has been named marketing director of *New England Confectionery Co.*, Cambridge. He formerly was eastern sales manager of the *Norge* division of *Borg-Warner Corp.*

U. of Missouri Has New Ad Research Prof: Stephenson

The journalism school of the University of Missouri has established a chair of Distinguished Research Professor of Advertising and has named Dr. William Stephenson as the first holder. The British-born psychologist, who became an American citizen two years ago, will assume his duties Sept. 1. In addition to a number of academic posts, he has held research and consultant positions with *Nowland & Co.*, Greenwich, Conn.; *D'Arcy Advertising*, New York; *Sunbeam Corp.*, Chicago; *Cudahy Packing Co.*, Chicago, and *J. Walter Thompson Co.*, London.

UPA Consolidates on Coast

UPA Pictures, Burbank, Cal., tv commercial, industrial and theatrical film producer, is closing its New York production studio. As of July, all filming will be done in the company's Burbank, Cal., studio. UPA said it can produce more efficiently on the West Coast. The new move will provide for larger facility, more diversified operation and augmented production, Stephen Bosustow, president and executive producer, said. The company's New York service staff will be augmented with Herbert Klynn, vp and producer in charge of commercials, providing service and liaison between clients and the Burbank studio.

Vending Machines in 1957 Averaged 3.33% Gross Profit

The average net profit before taxes of 163 vending machine companies was 3.33% in 1957, according to a Price Waterhouse & Co. report to the National Automatic Merchandising Assn.

The 1957 figures indicate that merchandise sold through vending machines in 1957 cost the operators \$58.13 for each \$100 of retail sales. Operating expenses totaled \$39.46, for an operating profit of \$2.41 per \$100.

Porter Retires from Standard

Henry L. Porter has retired as manager of sales training, Standard Oil Co. (Indiana), after 35 years with the company. He became manager, sales training and promotion in 1948 and manager, sales training and sales supervisory development in 1953.



Gussie
does
it!

See page 80

Kaiser Names Griffith

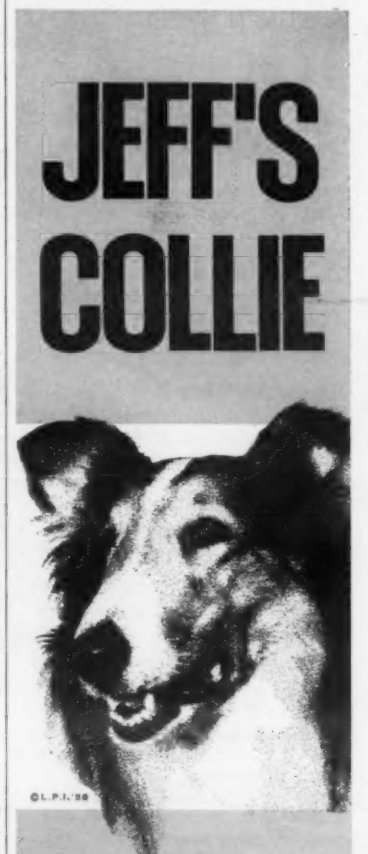
William H. Griffith has been appointed industrial advertising manager of Kaiser Aluminum & Chemical Corp., Chicago. Mr. Griffith, formerly supervisor of industrial advertising, succeeds B. G. Pomfret, who has been promoted to a sales management position.

Calvert Leaves 'Reporter'

Patricia Calvert has resigned as director of advertising of *The Reporter*, New York, effective July 15. The magazine said a successor will be named later. *The Reporter* also has added Bushrod B. Howard, formerly with *Socony Mobil Oil Co.*, to its advertising sales staff.

Daum, Dick Join Buchen

Raymond W. Daum, former controller of *Borchardt Co.*, has been appointed comptroller, *Buchen Co.*, Chicago. Joseph C. Dick, previously an account executive of *Arbogust Co. Advertising*, has become a member of *Buchen's* copy-contact staff.



Lassie will help you get a big profit bite out of your market locally, as JEFF'S COLLIE, just as she has done for her network sponsors. There Lassie trounced every program series placed against it, regardless of what it was . . . quiz . . . comedy . . . drama . . . adventure . . . live or film. Lassie always won out. In fact, Lassie's share of the total audience usually equaled the share of all the other regular network series placed in opposition — put together! Already JEFF'S COLLIE has been signed up for New York, Chicago, Los Angeles, Philadelphia, Detroit, Atlanta, Dallas, New Orleans, Houston, Boston, Salt Lake City, Miami and over 100 markets. For your own market, phone or wire collect Michael M. Sillerman, Television Programs of America, Inc., 488 Madison Ave., N. Y. 22, PLaza 5-2100.

TPA

'Sincere Sell' Keeps 'Breakfast Club' an ABC-Radio Daytime Fixture After 25 Years

CHICAGO, July 1—Believability, loyalty, acceptance—call it what you will; "Don McNeill's Breakfast Club" (ABC Radio) has what it takes, apparently, to weather all the varied storms that have beset the radio business.

Wrapping up his 25th anniversary show last week before leaving on a leisurely fishing trip, tall, amiable Mr. McNeill gave his own explanation for his ability to keep the show well stocked with happy sponsors:

"I believe in what I sell," he said, "and apparently the listeners believe in me."

The "Breakfast Club" is the longest-running network variety show, with an average daily audience of about 2,000,000 on a network of more than 180 stations.

Mr. McNeill reserves the right to reject a sponsor, and he, along with other ABC executives, usually meets with potential advertisers to discuss the product before a contract is signed. Thus, he says, he is able to speak sincerely about any product advertised on one or more of the five-minute segments on his hour-long morning show.

■ The five-a-week show is a rambling, unrehearsed mixture of music, humor and chatter. Some of its longtime features, including the "moment of silent prayer," "memory time" and gossipy Aunt Fanny (Fran Allison) have defied the erosion of time.

The low-pressure format, tied in with Mr. McNeill's folksy manner, provides an ideal vehicle for advertisers. Don and his commercial writer, Eddy McKean, usually write their own commercials from a sponsor's fact sheet. Often they use a humorous "sneak" tie-in approach to the ad. When Don finally gets to the "hard sell," the studio audience may groan good naturedly, but a receptive mood has been set.

Don McNeill began his show June 23, 1933, on NBC's Blue network (now ABC). The show was called the "Pepper Post," but the "Breakfast Club" name was soon substituted.

It hardly appeared at that time to be an effective vehicle for advertising. In fact, for six long years the show had no sponsors. Then, in 1939, Ajax Paint Co. took the plunge, soon to be followed by Kellogg Co.

■ In 1941, Swift & Co. began a long association with the club—one which lasted for 15 years. Swift's parting from the show in 1955 was a dark moment, since the "Breakfast Club" also lost Quaker Oats at the same time, and the majority of the show was without sponsorship for the first time in many years.

ABC moved quickly, however, offering five-minute segments to advertisers in place of the former 15-minute portions. By fall the show was sold out for most of its 60 segments, and it has rolled merrily along ever since.

"We have never sold the 'Breakfast Club' on the basis of ratings," said Ralph Bergsten, general manager of the show. "We sell the loyalty of the audience and the fact that a great many listeners are young housewives—a good buying audience."

Research has indicated (1) that the "Breakfast Club" audience is about 64% women, 15% men and 20% children, and (2) that the show appeals equally to urban and rural audiences. This does not include the car radio audience, which ABC says is "tremendous." (In addition the club is heard, sans ads, around the world on the Armed Forces Radio Network.)

■ Mr. McNeill helps advertisers

with tie-in promotions, regularly making appearances at sales meetings and conventions, and contributing the use of his name for ads in other media.

The minimum-time rate for a five-minute segment on the "Breakfast Club" is \$1,400, up \$100 from the time the five-minute segments were first offered in 1955. At last count, some 27 agencies were buying time on the club, according to Mr. Bergsten.

Products advertised on the show over the years have numbered in the hundreds, ranging from automobiles to aspirin. In 1955, Chevrolet bought a portion of the show, becoming the first major auto manufacturer to enter daytime radio, according to ABC.

As an example of the program's ability to sell, Mr. Bergsten pointed to a Philco Corp. promotion held several years ago in which the club was the only mass medium used for the event. Offering a premium with the sale of certain Philco products (with a minimum unit price of \$210), the company sold 30,000 units during the four-week campaign.

■ Though Mr. McNeill is considered a "white hope" of daytime radio, he has taken his "Breakfast Club" on television in the past, and may do so again.

The club was on tv as well as radio from February, 1954, to February, 1955. ABC planned to do some hefty morning programming, built around the club, but later brought in "Disneyland" and moved its heavy daytime guns to late afternoon.

"We certainly don't blame ABC for buying 'Disneyland,'" Mr. Bergsten said. "But without good preceding and following shows, the network was unable to get enough stations to open up in the morning." Sponsors became scarce and the tv show was abandoned.

Today most stations are on all day. And the advent of good quality tape makes it possible to bring a tv show into different time zones at the same hour of the day—a big factor for an early morning show. Thus Mr. McNeill is again looking with interest at the tv medium, though no commitments have been made.

■ Meanwhile, Mr. McNeill has an ABC Radio contract running through 1970 which guarantees him the spot as host of the "Breakfast Club" until 1960. After that time he may continue with the club; if not, he may remain at ABC in an advisory capacity. #

Kiek, Top Lever Executive, Joins FC&B in Mexico

Martin Kiek, formerly general manager of Mexican operations of



Martin Kiek

Lever Bros. Co., has joined Foote, Cone & Belding in Mexico City as general manager and vp in charge of Latin American services. He replaces Alberto Ortega, who has resigned to become Latin American advertising and public relations manager of Lockheed Aircraft Corp., a Foote, Cone client.

Mr. Kiek will enlarge the FC&B headquarters staff in Mexico City and the field staff throughout Latin America.

Sutton Elects Two VPs

Sutton Publishing Co., White Plains, N. Y., has elected Glenn W. Sutton Jr., treasurer since 1951, and Edward A. Sutton, a district sales manager, vps.



TENDER TRAP—Don McNeill is ever ready to help "Breakfast Club" sponsors' merchandising schemes. In 1952 he appeared at the Premium Buyers Exposition in Chicago on behalf of General Foods Corp., was promptly surrounded by a bevy of models promoting various classes of premiums.

Justice Department Hits Schwinn, White on Marketing Terms

WASHINGTON, July 2—Exclusive dealing arrangements were featured in anti-trust complaints filed by the Department of Justice this week against the marketing of Schwinn bicycles and White trucks.

The Schwinn case involved a civil complaint against Schwinn, the Schwinn Cycle Distributors Assn. and B. F. Goodrich Co., Akron, and is intended, according to Anti-Trust Chief Victor Hansen, to prevent arrangements involving the allocation of marketing territories and customers.

■ According to the complaint, Schwinn has entered into arrangements requiring each of its wholesaler-distributors to confine sales to a specified territory and to sell only to franchised retailers. In addition, the government says, Schwinn requires that Goodrich, which distributes 15% of Schwinn's output, must sell only through Goodrich outlets.

The complaint claims franchised retailers who sell below prices specified by Schwinn are not thereafter supplied by Schwinn, Goodrich or wholesalers.

■ In the White Motor Co. case, the government charges that distributors and dealers are required to enter into exclusive territory arrangements which prevent them from reselling White products to others for resale, or from selling trucks to any state or the federal government. The complaint says these government sales are reserved by White for direct sales. In addition, the complaint charges distributors are required to sell parts at fixed prices. #

Mosler Boosts Littlehale

Langdon R. Littlehale has been named to the new post of director of marketing of Mosler Safe Co., New York. Mr. Littlehale, who joined the company in 1949 as director of advertising, will be responsible for marketing activities for the various Mosler divisions as well as for Mosler's four affiliates.

Mathes Opens S.F. Office

J. M. Mathes Inc., New York agency, has opened a branch office in San Francisco with Robert E. Little as manager. The new office is in the Russ Bldg. Mr. Little, formerly with Benton & Bowles, joined Mathes in May as an account executive.

Fitzmaurice Named Exec VP of Seagram Four Roses Unit

NEW YORK, July 1—Francis M. Fitzmaurice, formerly vp and assistant to the exec vp of Four Roses Distillers Co., a division of the House of Seagram, has been elected exec vp of the unit and a director of the House of Seagram. He succeeds Jay Gould, who has reached retirement age under the company's pension program.



F. M. Fitzmaurice

Effective immediately, Mr. Fitzmaurice will direct all sales activities of the Four Roses unit, which markets Four Roses whisky and gin, Four Roses Antique bourbon, and Paul Jones and Wilson whiskies.

Mr. Fitzmaurice has been a member of the Four Roses organization since 1949. He was elected a vp in 1955, and for the next two years was in charge of the company's western division. In 1957, in anticipation of Mr. Gould's retirement this year, Mr. Fitzmaurice was named assistant to the exec vp.

Before joining Four Roses, Mr. Fitzmaurice was associated with McKesson-Robbins Inc., where he rose from salesman to eastern district manager. Before that he was on the sales staff of Philip Morris Co.

A. C. Fletcher continues as vp of the Four Roses division with the additional title of marketing manager. K. S. Baxter continues as vp for monopoly state sales. Ralph Reese continues as vp of the southern division.

Max Morgenthau has been named manager of the western division. Joseph Flick has been made central division manager.

■ Bradley Houghton continues as advertising manager. Chris W. Carriuolo continues as sales promotion manager and Emil Pavone as publicity director.

Young & Rubicam is the agency for all Four Roses brands; and Doherty, Clifford, Steers & Shenfield is the agency for Paul Jones and Wilson whiskies. #

Artists Guild Roster Out

The Artists Guild of Chicago has published its 1958 directory listing the advertising and graphic services of its 692 members.

24 Stations Okay Anti-Triple-Spot Move by Wade

(Continued from Page 1) announcement in this schedule is broadcast in sequence with more than one other commercial announcement. The agency will not pay more for any announcement so scheduled."

■ The lone station which refused to sign the rider told Wade that it has never triple spotted and will not do so in the future, but doesn't want to sign. Wade said it anticipates some stations may want rate increases for such protection and will deal with each case on its merits.

Snowden M. Hunt Jr., vp and media director of Wade, told ADVERTISING AGE that talks with station management have indicated general agreement that the move is good for the tv industry. The agency expects better treatment of commercials to win greater sales for clients, which is good for the industry, Mr. Hunt said.

Asked how triple spotting could be policed, Mr. Hunt said Wade's own marketing field men will monitor the spots broadcast by stations in their areas.

Stations are accepting the move because business has not been as good as last year, and advertisers have been complaining about sales, Mr. Hunt added. #

Warner Bros. Will Shift Offices from New York to Burbank

NEW YORK, July 3—Warner Bros. Pictures will move its headquarters from New York to California in the first such transfer by any major movie company in recent years.

Following weeks of rumors, the announcement was made here last week by Jack L. Warner, president of the company, who said that the transfer would "effect maximum efficiency" by consolidating sales and production activities under one roof. The shift of the organization's domestic and foreign sales departments and all allied components to the Warner Bros. studios in Burbank will be accomplished "as soon as possible," Mr. Warner said.

As to how much personnel is involved or whether the studio will maintain a skeleton New York staff, a company spokesman said that the details of the move are too much up in the air for these questions to be answered now.

16 members of the New York publicity staff have already been given 90 days notice. This leaves only a skeletal publicity staff in New York. #

Owens Heads Agency Group

Merritt Owens, president of Merritt Owens Advertising Agency, Kansas City, was elected president of the First Advertising Agency Group at the 26-member organization's 30th national convention in Minneapolis last week. Other officers elected are Philip Hume, board chairman, Keelor & Stites Co., Cincinnati, vp; Gene Curtis, president, Patch & Curtis, Long Beach, Cal., secretary-treasurer, and Charles E. Brown, vp, Foulke Agency, Minneapolis, central governor.

Ben-Zeev Elected Chairman

Dr. Saul Ben-Zeev, research director of North Advertising, Chicago, has been elected 1958-59 chairman of the Chicago Agency Research Directors Assn.

THE ADVERTISING MARKET PLACE

Rates: \$1.25 per line, minimum charge \$5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in writers form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only); Classified Departments, Inc., 4041 Marlon Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of \$17.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1957 **40,429**

HELP WANTED

TELEPHONE SALES MANAGER
To take over an operation that has been established for over 7 years. Sales are for a low cost utility item under the sponsorship of a National Charity. A secure future for the right man with a starting salary of \$175.00 per week. Please write and furnish complete details about yourself. Write
Box 1637, ADVERTISING AGE
480 Lexington Ave., New York 17, N. Y.

If You're in ADVERTISING Your Job is MY BUSINESS
Call Miss Barnard at WA 2-2506 for the really BIG positions in Advt. Radio, TV, Publishing and Pub. Rel. See me now!!
202 S. State St., Suite 1302-4

MEMO TO YOUNG ADVERTISING SALESMEN
Are you the Best of the Crop? We are one of the West's leading Publishers' Representatives. If you have the ability, ambition and integrity, we have the opportunity for you to grow rapidly in our Los Angeles home office. Our men know about this ad. Send resume with letter to:
Box 273 279, ADVERTISING AGE
4041 Marlon Ave., Los Angeles 8, Calif.

ADVERTISING & PUBLISHING FOR ALL TYPES OF PLACEMENTS
GEORGE WILLIAMS—PLACEMENTS
280 So. State St. HA 7-1991 Chicago

COPYWRITER
Desirable well paying position is available for right girl experienced in copywriting. Hours 8:45 A.M.-4:45 P.M. with one half hour for lunch in company cafeteria. 2 weeks vacation with pay after 1 year. Usual company benefits. Modern air-conditioned office with friendly people. For appointment call Austin 7-8000-ext. 594. Jewel Tea Co., Inc., 1955 W. North Ave., Melrose Park, Illinois.

MOLENE
Public Relations Copywriters... Advt. Managers
"All is grin, which comes to our mill"
Andover 3-4424, 195 W. Adams St., Chgo 3

AGRICULTURAL MAGAZINE PUBLISHER NEEDS MARKET RESEARCH MANAGER
We have an opening for a young man who has college training in Market Research and Economics. Some experience with farm markets very desirable. Position is one of challenge with excellent opportunity for advancement. Progressive medium-sized multipublication company. Ideal living conditions in quiet mid-west community. Attractive salary, profit sharing, pension, group insurance and other fringe benefits. Send complete resume to: E. E. Ruther, Watt Publishing Co., Sandstone Building, Mount Morris, Illinois.

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE Publishers Employment
469 E. Ohio St., Chicago, Su 7-2255
ADVERTISING MANAGER
For chain of Chicago dept. stores. Must be heavy in creative copy & layout... Experience in retail field. Mail resume and samples in strict confidence to
Box 1643, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADV. ASST.
An excellent opportunity is open with a national firm for an Adv. Asst. age 25-35 who is willing to live in Des Moines. Good starting salary dependent upon experience and our initial evaluation of applicant. If you are looking into the future for advancement and have had copy writing and layout experience in direct mail, advise qualifications, age, and experience. Write Box 180, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

BIRCH
The Midwest's outstanding placement service for Adv. & Art & allied fields.
By appointment only
59 E. MADISON - SUITE 1417
CHICAGO 3, ILL.
Central 6-3676
Experienced advertising space salesman wanted for full-time representation of established technical publication in New England, New York and Philadelphia area. Draw plus commission. Immediate potential in growing market. Submit complete resume of experience to Box 182, Advertising Age, 480 Lexington Ave., New York 17, N. Y.

CIRCULATION MAN
If you are hard working and have good fulfillment experience, plus all around circulation background, there is a fine opportunity waiting for you with eastern A.B.C. technical journal which is the leader in its field. Good starting salary, and for the man who can produce results, regular increases. Box 175, Advertising Age, 480 Lexington Ave., New York 17, N. Y.

POSITIONS WANTED

MARKETING COCKLES OR CAVIER?
Speaks and lives language of food. Heavy sales, import, govt. liaison, top contacts, 10 years client teams. Will consider 4A association.
Box 1588, ADVERTISING AGE
480 Lexington Ave., New York 17, N. Y.

WRITER, recipient of two awards as editor of industrial publication. Four years as agency account executive and copywriter. Looking for new challenge.
Box 1645, ADVERTISING AGE
480 Lexington Ave., New York 17, N. Y.

"11 years intensive ad-marketing with two top food companies and agency. Steady growth to responsible executive position. Can make valuable contribution as account executive or ad manager."
Box 1644, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

GASTRONOMIQUE belongs...
Top spec Fd talent WANTS med shop where merchandising can be creative.
Box 1613, ADVERTISING AGE
480 Lexington Ave., New York 17, N. Y.

REPRESENTATIVES AVAILABLE

WELL ESTABLISHED REP BASED N.Y.C. wishes to represent trade pub. or sports athletic or sports equip. publs. comm. basis. excellent record, top contacts, college, mature thinker, send recent issue.
Box 1646, ADVERTISING AGE
480 Lexington Ave., New York 17, N. Y.

MISCELLANEOUS

RESUMES—Get that better-paying job with a professional resume prepared by executive staff. Job campaigns arranged. Hamilton-Price, 1258 N. La Brea, suite A. Los Angeles, Calif. HO 7-6151.

FREE! Writer's Market List!
If you're interested in writing fiction or articles for leading magazines, or book publishers. Daniel S. Mead, Prominent literary agent, has prepared a catalogue of markets which is a "must" item. For free copy write: Daniel S. Mead, 915 Broadway, Dept. AA, N.Y. 10, N.Y.

OLD TOWN
3 room deluxe studio, wood burning fireplace/private patio.
Whitehall 4-9846-Chicago

"Family of Man"—type Photographs Will Make Your Advertising Sing We have hundreds in stock—all subjects, color or black & white.
PFG 110 W 32nd St., N.Y. 1, N.Y. MU 7-0045

OLD TOWN-MID NORTH—7 room Town Houses, opportunity—open for inspection. Immediate possession or Fall. Whitehall 4-8846, Chicago.

NOW get saturation coverage on Radio & TV Giveaway shows in So. Cal. & West at low cost. Write Roberts & Gail, 5880 Hollywood Blvd., Hollywood 28, Cal.

Every agency needs at least one writer who sees things a little differently.
Box 179, ADVERTISING AGE
480 Lexington Ave., New York 17, N.Y.

BIRCH
The Midwest's outstanding placement service for Adv. & Art & allied fields.
By appointment only
59 E. MADISON - SUITE 1417
CHICAGO 3, ILL.
Central 6-3676

Experienced advertising space salesman wanted for full-time representation of established technical publication in New England, New York and Philadelphia area. Draw plus commission. Immediate potential in growing market. Submit complete resume of experience to Box 182, Advertising Age, 480 Lexington Ave., New York 17, N. Y.

CURRENT AVAILABILITIES!
GROUP ART DIRECTOR \$18,000-20,000
All-around bkgd. in consumer products
ASST. ACCOUNT EXECUTIVE \$10,000
B/G in machine tools or related
PUBLIC RELATIONS DIRECTOR \$15,000
B/G in trade associations or related
COPY WRITER to \$7,500
B/G in consumer and industrial products
MEDIA DIRECTOR to \$15,000
Print and radio-TV bkgd.
If qualified contact me in confidence
GEORGE E. PYLKAS
Executive Advertising Consultant
CADILLAC ASSOCIATES, INC.
220 S. State St. • Chicago • WA 2-4800

MR. MAGAZINE PUBLISHER
Are you in the market for a man who can make mature decisions and take some of your work load? If you are seeking one with many years of experience with consumer magazines, covering administration, budget, personnel, ABC newsstand and subscription circulation, also includes advertising, editorial and promotion procedures, I would like the opportunity to talk to you. Box 141, Advertising Age, 480 Lexington Ave., New York 17, N.Y.

Fine, Fast, Fairly Priced Photography

pics photographers
DEARBORN 2-1082
187 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS
PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

Want News? Information?

Call on Burrelle's for clippings from daily or weekly newspapers (on national, sectional or local basis) magazines, trade papers. All read in one reading room. Staff of 250. Our service is PROMPT... THOROUGH.

Burrelle's PRESS CLIPPING BUREAU Est. 1858
165 Church St., New York 7, N.Y. Phone BRclay 7-5371
14 E. Jackson Blvd., Chicago 4, Ill. Phone WAbash 2-5371

Advertising representatives wanted for established technical monthly magazine serving automation market. Excellent potential. Commissions. Pittsburgh, Cleveland, Chicago and midwestern territories now open. Send complete resumé to Box 181, Advertising Age, 480 Lexington Ave., New York 17, N. Y.

LOOKING FOR AN OUTSTANDING ART DIRECTOR?
35 yrs. old—successfully employed—12 yrs. solid professional background on most type acct. and media. Ready for final move to agency offering a real challenge to top ability for highly creative visual planning, strong merchandising and design. Must be outstanding opportunity now and for future. Box 185, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

Our 47th Year
FOOD A. E. marketing type. Nice fringe benefits. Good-living town. \$20-\$22M
CREATIVE ART DIR. Big mfr. Small midwest city. \$12-15M
COPY. MFR. Some experience tractors, automotive or other mechanical. \$10-12M
MERCHANDISING MAN. consumer goods. Major agency. Young. \$9M
GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-3553 Chicago

IS A HOUSE A HOME?
We say "not always." Why? Differences in the amenities. These include adequate schools; good village management protecting property values by zoning and building ordinances; compatible neighbors; freedom for your children to grow in body and mind; intense community participation in civic affairs; adequate transportation and shopping facilities. All these help to make a House a Home—a place to live comfortably, pleasantly and, of course, beyond your means. May we show you a home for your family on Chicago's desirable North Shore—where the amenities are at their finest.

1034 Waukegan Rd., Northbrook, Illinois Telephone CRestwood 2-3550
THE Ayars REALTY COMPANY
MEMBERS OF EVANSTON-NORTH SHORE REAL ESTATE BOARD

SCREEN PROCESSED 24 SHEET POSTERS
25 TO 300 QUANTITY
FAST DELIVERY
Top Quality Silk Screen Printing of 24 Sheet Posters. Sketches Furnished FREE on Request. Write for additional information and quotations.
CONTINENTAL DISPLAY ADV. CO.
1411 WYANDOTTE, KANSAS CITY, MO. SINCE 1923



IT'S A BOY—Adie Marks and his wife Jo utilized this billboard at a major intersection in Houston to announce the arrival of their new son. Mr. Marks is head of the Gulf States Advertising Agency.

Competing Reps Join to Rebuild TV Spot Business

(Continued from Page 3)
members. "Kellogg is bringing its owned filmed shows, and they will get a program contribution discount." Networks now have a similar discount, he said, but local stations generally have not made this sort of offer.
Harry Smart of Blair Television is chairman of the Chicago council. Others in the group, in addition to Messrs. Smart and Lindsay, are Art Curtis, Peters, Griffin, Woodward; Art Stringer, Blair TV Associates, and Bill Condon of the Katz Agency.
"Until two or three years ago, Chicago reps had all the business they could handle," Mr. Lindsay said. "Then some of the big advertisers in the Midwest began moving into network tv. The big blow came last fall, when Kellogg moved onto ABC."

The committee, formed six months ago, determined to woo large-budget companies back to the habit of placing shows market by market, rather than through a network. Increased flexibility in programming is their big selling point.
This is the first time a group of competing reps have banded together to sell the spot business to advertisers and agencies, the council believes, and they hope the idea will spread to other cities.
This is not an anti-network committee, Mr. Smart said. Reps realize the importance of networks to the television industry, but they are out to get their share of the advertiser's dollar, he

said. And as local programming is strengthened, network shows will get increased audiences, the council says.

The special rate offer initiated by the spot development group is only one facet of the group's operation, tailored to help Kellogg, which owns a string of its own filmed shows. The market-by-market buy will still cost Kellogg about \$1,000,000 more than a similar network buy, it was reported, but the cereal company was said to be willing to pay the price to get the strongest program position possible in each market.
"Once we know an advertiser's tv problems," Mr. Lindsay said, "we can devise a program that will offer him a good solution through the use of spot television."

GE Plans Clock Drive

The new line of General Electric-Telechron clocks will be introduced via advertising in seven consumer magazines, 280 Sunday supplements and newspapers, and television this summer and fall, according to GE. Dealers will also be offered clock display service, plus complete local advertising kits for all major media.

Mestres Form New Company

Cuba's radio and television magnates, the Mestre brothers—Goar, Luis Agosto and Abel—have formed a new corporation, Television Interamericana, S.A., in Havana to dub Spanish into American tv shorts for distribution throughout Latin America.

McMahan Venice Delegate

Theatre-screen Advertising Bureau has appointed Harry Wayne McMahan U. S. delegate to the Fifth International Advertising Film Festival in Venice, Sept. 20-25. Mr. McMahan is vp in charge of tv commercial operations of Leo Burnett Co., Chicago.

Almost everybody of importance in advertising and marketing reads and uses **The ADVERTISING MARKET PLACE**

This Week in Washington . . .

FCC Ready to 'Wheel and Deal' with Defense Dept. to Get More TV Channels

By Stanley E. Cohen Washington Editor

WASHINGTON, July 3—As president of Procter & Gamble, Neil McElroy was tv's biggest customer. Now some members of the Federal Communications Commission say that as Secretary of Defense he is the biggest hoarder of the radio frequencies needed to solve tv's shortage of channels.

At a Senate commerce committee hearing this week, some FCC members all but threw up their hands, so far as getting more tv stations on the air is concerned. Uhf channels, which account for most of the remaining assignments, are too risky.

So these commissioners fear tv will be virtually confined to 12 vhf channels unless it can get some of the big block of vhf frequencies currently claimed by the Department of Defense.

Since neither FCC nor the Senate committee knows what the Defense Department does with this space, there was rising sentiment for an all-out effort to get Mr. McElroy (or his representatives) to a "summit conference." FCC Chairman John Doerfer reported that he is asking the White House to look into the matter. And Sen. Warren Magnuson (D., Wash.), the Senate commerce committee chairman, talked about pushing a resolution requiring the Defense Department to give his committee an accounting.

Former FCC Chairman Rosel Hyde cautioned that broadcasters had better not get their hopes too high. He said he once got together with the Department of Defense at a meeting arranged by the Office of Defense Mobilization. "We were lucky," he commented. "We didn't lose any frequencies." But his pessimism served to encourage Sen. Magnuson. "Let's call them before our committee," he said. "We can have an executive [secret] session, and they can tell me about their classified stuff."

As it proposes a "summit meeting" with the Defense Department, FCC still isn't quite sure how many tv channels it ought to insist on. Commissioner Hyde is for enough so that each community can get all it needs. "Unless we have ample space," he says, "tv inevitably will be tightly regulated." But Chairman Doerfer feels guilty about pressing for tv in the midst of a cold war. "Perhaps we can't spare the spectrum space for the kind of tv we would like to have under other circumstances," he says.

Immediately before FCC is a plan to offer the Defense Department existing Channels 2 to 6, and the entire uhf band in exchange for enough vhf space for 25 new channels immediately adjacent to existing Channel 13. Commissioner T. A. M. Craven, who drafted this plan, thinks conversion, over a seven to ten-year period, would be painless since the new channels would provide almost as good coverage as the existing Channels 7-13.

In his testimony this week, however, Chairman Doerfer said if necessary he would settle for a system which would assure as few as three choices for most of the country. If tv were confined to the 12 existing vhf channels, he might want to take some stations from cities like New York and Los Angeles so that more service would be available elsewhere. "Tv shouldn't be compared

to radio," he observed. "More than 1,700 communities have their own radio stations, but they don't all need tv stations of their own."

Even without a shortage of channels, he doubts advertisers would be able to support more than four or five stations in most markets in the next 10 to 15 years. "So we may be exerting too much energy trying to achieve what is economically unfeasible," he comments. "In the end the channels would go unclaimed, and the military could come back at us and complain, 'You talk about us not using all our facilities.'"

Toothpaste manufacturers are Next on List

about to get some free advertising, but it isn't the kind they are likely to relish, for just in the offing is a three-day congressional hearing (July 15-17) on advertising of dentifrices.

The forum will be provided by a House subcommittee under Rep. John Blatnik (D., Minn.), which has already looked into advertising of cigarets, weight reducers and tranquilizers. It became interested after the American Dental Assn. complained it has been unable to stimulate Federal Trade Commission action against questionable mouth hygiene advice which dentifrice marketers offer through their ads.

Dentists have long been skeptical of the "brush-your-teeth-once-a-day" advice offered by the toothpaste ads, and they have cringed at the recent "kills-more-germs" copy themes. Reportedly they have an elaborate presentation prepared stressing the idea that it's okay to use almost anything—even baking soda—as a dentifrice, as long as you brush your teeth after every meal.

Before turning to Non-Profit Mail evils of the toothpaste ads, the Blatnik subcommittee has been nibbling at the so-called "charity rackets."

Among other things, its hearings spotlight the fact that questionable non-profit causes get their share of the special postal "discounts" which Congress indiscriminately provided for all non-profit organizations.

The charity racket probe is to resume next year if the subcommittee members survive this fall's elections. Chances are the subcommittee will look deeper into the postal bonanzas, and will ask postal officials for advice on new laws to prevent questionable "causes" from loading their mailing expense on other users of postal service.

Senate Scans Baseball Bill

Senate judiciary committee is giving priority to a House-approved bill providing an anti-trust immunity for player relations and broadcasting activities of bigtime professional sports. Sponsors of the bill make no secret of the fact their plans include an iron-clad territorial security rule which would block out all broadcasts which are objectionable to hometown teams.

In fact a sample rule circulated by Paul Porter, attorney for the commissioner of baseball, goes further, requiring each major and minor league team to agree not to telecast any of its games from a station outside its home territory and in the territory of another club on the day that club is scheduled to play. Home territory under his rule is defined as within a radius of 75 miles of a ballpark.



Belton Wingate Lewis McBride LaFontaine ELECTED—New officers of the San Francisco chapter of the American Assn. of Newspaper Representatives are James Wingate, Jann & Kelley, president; Lyman McBride, Fitzpatrick Associates, vp; George Belton, Sawyer-Ferguson-Walker, treasurer; Robert LaFontaine, O'Mara & Ormsbee, secretary, and Garry Lewis, Ridder-Johns, past president and national director.

er club on the day that club is scheduled to play. Home territory under his rule is defined as within a radius of 75 miles of a ballpark.

Anti-trust chief Victor Hansen estimated this 75-mile rule would deprive the bulk of the public of any chance of viewing most games. He also points out telecasts would be banned even if the teams wanted them. #

Reading Ads Can Cut Food Costs, Food Chains Say

(Continued from Page 2) to dramatize the small margin of profit of most food chains, and a "Why Food Is a Bargain" telecast was used last year to give additional circulation to the industry's point of view.

The new "Eat big...spend small" project relates to the continuing effort carried out by the chains in recent years to gear their advertising to the "plentiful foods" reports of the Department of Agriculture. Under the "plentiful foods" promotions, chains have been instrumental in moving millions of dollars' worth of foods which accumulate in the distribution system seasonally.

■ The sample kit of 250 chains, which operate over 12,000 outlets, is the first of a monthly-series which is being offered to association members for a six-month trial subscription basis. The price is \$25 monthly for chains of 15 stores or less, and \$50 monthly for larger chains.

Stores would use their newspaper ads to present food menus, pointing up the low cost per person for serving the sample meals. One example in the sample kit is a complete steak dinner for around 75¢ per person. Other typical sample menus are "Slow Boat to China" (chop suey); "South of the Border" (chili and tamales); or "Great American Heritage" (hamburgers).

Radio and tv spots are included which tie into the campaign by promoting the "Eat big...spend little" theme and urging the housewife to see the menus outlined in the chain's current newspaper ads. Publicity and merchandising tie-ins round out the kit of material circulated by the association.

■ The service is part of a continuing campaign to tell the public the facts about food prices and help every shopper develop the art of "buymanship," according to John Logan, president of the association. "The government's consumer price index lists about 77 food items every month," he pointed out, "but the modern supermar-

ket customer has a choice of 4,000 to 6,000 items. "Thus the budget-wise housewife finds the index figures cover only



Need a very special person to handle your art work?

... or perhaps you're looking for a copywriter, production expert or sales promotion genius. Doesn't matter which—the best place to seek him out is in The Advertising Market Place of Ad Age. For that's the one place in the world each Monday where almost 150,000 marketing men meet to hire, buy and sell services or products. A low-cost message in the Ad Age classified section gets big results—fast. Try it today or whenever you have something to buy from or sell to marketing men.

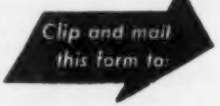
Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: \$1.25 per line, minimum charge \$5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Display Classified Rates: take card rate of \$17.75 per column inch, and card discounts, size and frequency apply.

Series of horizontal lines for writing an advertisement message.

I am enclosing \$

My Name Street City State



THE ADVERTISING MARKET PLACE ADVERTISING AGE 200 E. Illinois St. Chicago, Illinois 4041 Marlon Avenue Los Angeles, Calif.

a fraction of her buying needs. "It is up to the food industry to show her how to get the most value for each food dollar in the family budget," he said. #

'Funspot' Joins ABP Funspot, a business paper covering the amusement management field, published by Billboard Publishing Co., Chicago, has been elected to membership in Associated Business Publications.

Cuticura Names Danielsens Paul A. Danielsens Jr., formerly with Harold Cabot & Co., has joined Potter Drug & Chemical Corp., Malden, Mass., as director of marketing.

READY! Bring your records up to Jan. 1, '58 BLUE BOOK BUS. PAPER ADVERTISERS Timely! Trend-Indicative!! 3-year space check. All '55-57. Over 1,000 pages of data. 10,000 reconstructed ad schedules. Write BRAD-VERN'S Woolford, Maryland



Tryon Butler Shanahan James Knott Giles Lord Lewis Lemons Burgeson McClure Young Covington Barnhill
 NAEA—At the Newspaper Advertising Executives Assn. meeting were Elmer Tryon, Eagle-Star, Marinette, Wis.; M. J. Butler, Houston Chronicle; Robert Shanahan, Denver Post; Numa L. James, Rocky Mountain News, Denver; Larry Knott, Chicago Sun-Times; Manford Giles, Detroit News; Charles B. Lord, Indianapolis Star & News, NAEA president; B. W. Lewis, Rocky Mountain News; George Lemons, News & Record, Greensboro, N. C., exec vp of NAEA; Edward Burgeson, Bureau of Advertising, New York; J. Warren McClure, Free Press, Burlington, Vt.; Russell W. Young, Seattle Times; Euclid M. Covington, This Week Magazine, and Lester Barnhill, Miami Herald.

Confusing Rates, Varied Sizes Called Roadblocks for Newspaper Advertiser

(Continued from Page 1)
 local-general rates, Mr. Seamon said.

"The only special rate we have is a church or charity rate," he said. "Our retail rate card lists the open rate and all retail contract rates. If you are a local advertiser, you pay at the local card; this goes for movies or anything else. If you don't want a contract, you pay the open rate."

Deploping the lack of uniformity in the sizes of newspaper pages and column lengths, Mr. Seamon said there were so many different kinds and sizes of pages in the newspaper business that "it takes 57 varieties of Philadelphia lawyers, rate clerks and production men for national advertisers to figure the cost and determine how many different plates or mats will have to be supplied in order to buy a page in even a few assorted newspapers over the country."

Turning to the r.o.p. color situation, Mr. Seamon said newspapers are suffering from an extreme condition of "can'ts in the pants." He charged that "too many newspapers just don't want to print color. Lots of us who do print one color and black won't even try multiple color."

"We tell the advertiser how big his color ad must be, when he has to run it and when he can't. Most of us can't guarantee a color insertion date until the day the paper is made up."

"Advertisers don't gripe about our color rates; they are willing to pay color charges, but they do want to know how, where and when they can buy color and not get the answer in 17 different languages," Mr. Seamon said.

He aimed his parting barrage squarely at Madison Ave. The newest roadblock facing newspapers is having to learn a new language: "Madisonavenese"—a language which I simply can't understand."

"We suddenly discover that the rules of advertising have been changed," Mr. Seamon commented. "So has the size of the playing

field and practically everything about it. We are not playing the game our way—we are playing it their way, and it's a new way with a new set of rules."

"Selling newspaper advertising to some of the modern 'brain-trusters' and research experts is like playing tennis in snow shoes on a football field with a basketball."

He rapped the research experts for ignoring paid circulation figures compiled by Audit Bureau of Circulations and paying attention to such new audience measurement methods as "size of audience," "reading days" and "ad page exposure."

Flying Tiger Air Lines, Los Angeles, used newspaper ads very successfully in building up a thriving business in the shipping of deceased persons, according to Leonard S. Kimball, vp in charge of advertising, sales promotion and public relations.

Mr. Kimball told the NAEA members that Flying Tiger invested \$50,000 in 1949 to sell people on the idea that it was 40% cheaper to ship a body by air than by train. He pointed out that many residents of the western states had roots in the East and preferred to be buried in the East when they died.

The human remains traffic has risen from a few shipments a month to more than 100 monthly, he said. Many morticians were sold on the ads, he said, because it allowed them to save people money on funerals.

Later, Mr. Kimball said, the airline invested \$25,000 more in newspapers in four West Coast cities to sell shippers on the economy and speed of shipping by air. The results were very good, he said, and added that the company has since regarded newspapers as the most positive medium to get results, although other ad media are used.

A recent ruling by the Internal Revenue Service denying tax deductions for advertising of the Electric Companies' Advertising

Program was blasted by Robert R. Gros, vp of Pacific Gas & Electric Co., San Francisco, and C. James Proud, president and general manager of Advertising Federation of America.

"It means simply that Tennessee Valley Authority or any other government power agency can continue to spend public moneys on publicity handouts and elaborate promotion kits boasting about their accomplishments and alleged successes," Mr. Gros said.

"The reckless accusations of the government power politicians and their irresponsible claims can go unchallenged—unless this one industry (utilities) of all American industries is willing to put up the money to advertise its defensive messages and not claim the cost involved as a business expense."

"Thus, it's a case of the government power boys rigging the fight; saying 'Let's you and me box but you must have your hands tied behind your back,'" Mr. Gros said.

In criticizing the IRS decision, Mr. Proud asserted that "rewriting the rules to permit censorship by taxation is one of the first axioms taught by both the Socialist and Communist primers."

This threat requires a frank statement of what such rulings can mean to the freedom of expressing any views which government bureaus decide to penalize, he said. Government tax authorities are undertaking to dictate to individuals and corporations how their businesses should be run, Mr. Proud added. #

Blair Adds WABC in N.Y.

John Blair & Co., New York, has been named to represent WABC, New York, for national sales in the New York area. The American Broadcasting Co.'s New York radio outlet sales staff will continue to handle New York local retail accounts. Blair offices outside New York previously have represented WABC for more than two years.

Joe Lowe Corp. to EWRR

Joe Lowe Corp., New York, maker of Popsicle, Fudgsicle and other ice cream confections, has appointed Erwin Wasey, Ruthrauff & Ryan, New York, to handle its advertising, effective July 15. Paris & Peart is the previous agency.

Fair Trade Isn't Fair to Consumer, Justice Dept. Finds

(Continued from Page 1)
 price and all 30 of the items in the sample were available.

The discount on 13 items of jewelry, silverware and pens averaged 34.94% and three makes of typewriters 31%. Another big savings classification was cameras and photographic equipment; there the 21 items covered by the survey were available for a total of \$1,072.68, 27.38% below the fair trade price.

In the drug classification Washington stores had 32 of the 36 items sought by Justice Department "shoppers," at a discount of 17.77% below the \$89.96 fair trade price, 18 of the 21 toiletries at a 12.59% discount and all three brands of cigars at 9.56% below the fair trade price. One of the two brands of cleaning supplies was available at discount here for 49¢, instead of the fair traded 59¢.

In a discussion of the survey before the small business committee, Robert A. Bicks, assistant to the chief of the anti-trust division, argued that there is ample reason to believe that fair trade prices work to the advantage of department stores and big mail order chains. He said four leading department stores here began meeting discount house competition three years ago by cutting prices on representative household items by 10% to 25%. #

Adam Young Adds 2 Stations

Adam Young Inc., New York, has been appointed to represent KAYO, Seattle, and Young Television Corp., New York, has been named to represent WPTA, Ft. Wayne, Ind. The radio station previously was represented by Headley-Reed Co., and the tv outlet by Meeker Co.

Herbert Joins Stanhope

Tom Herbert, Seattle, who has been operating his own public relations and publicity office, has joined Stanhope Advertising Agency, Seattle, as a partner and will head an expanded publicity and pr department.

Business Paper Ad Volume Off 10% for 1st Half, 'IM' Says

CHICAGO, July 2—Business publications' advertising volume is still trailing the record levels attained last year.

Totals at the end of June, 1958, show a drop of 10% (25,349 pages) from the volume reached at the end of the first six months of 1957. Total pages for the month of June dropped 13.8% (5,908) below the same month last year. These figures represent the combined volume of more than 325 business publications reported monthly in *Industrial Marketing*.

As a group, industrial publications were again hit hardest, showing a June decrease of 15.7% (4,758 pages) with a year-to-date percentage dip of 12.1%, representing a 21,285 page loss.

Product news publications are down 6.5% from the volume achieved in June, 1957. For the year-to-date, this group dropped 2.1% (316 units) from last year's total of 15,160.

Holding second place for the biggest loss are publications grouped under the trade classification. Down in June by 14.1% (723 pages) from last year's monthly figure, on a year-to-date basis these publications were off 10.1% (3,492 pages) compared with the June, 1957 total.

Class publications are down for the first time this year, showing a 2.7% (93 pages) loss for the month of June, compared with a 0.9% (200 pages) increase in the year-to-date volume reported at the end of June, 1957.

Publications in the export group dropped 13.9% (162 pages) in June, but were down only 6.1% (456 pages) from the 1957 six-month total of 7,484 pages. #

Boeing Suggests Survey

Boeing Airplane Co., Seattle, has proposed an industry-financed survey of travel in Europe. The survey would be similar to that now conducted in the U. S. by the University of Michigan survey research center. The Boeing proposal would cover all of western Europe, using sampling methods.



Breeze Drachman Henly Hartford Peele Wilson Herman Levy Feger Swanson Davis Rich Reimer Tharp Johnson
 COLORADO CONCLAVE—At the Newspaper Advertising Executives Assn. meeting were Joseph Breeze, Standard-Examiner, Ogden, Utah; Frank Drachman, Tucson Newspapers; Wayne Henly, Avalanche-Journal, Lubbock, Tex.; E. A. Hartford, Los Angeles Times; Robert Peele, Capital-Journal, Topeka; Eric Wilson, Montreal Star; Laurence Herman, Detroit News; Ernest Levy, Newsday; Stanley Feger, Cincinnati Enquirer; Gilbert Swanson, Spokane Review & Chronicle; Charles J. Davis Jr., Providence Journal Co.; Louis Rich, Des Moines Register & Tribune; Marvin Reimer, Los Angeles Mirror-News; Mel Tharp, Columbus Dispatch; Lyle Johnson, Omaha World-Herald.

NBC Radio Revamps Chain Lightning Plan to End Discrimination

New York, July 3—The National Broadcasting Co.'s owned radio stations have revised their Chain Lightning merchandising plan to bring it in line with the provisions of the Robinson-Patman Act.

An earlier version of the plan was turned down by the Federal Trade Commission, but NBC said FTC had given the green light to the revised setup.

Last May the commission served cease and desist orders against seven food manufacturers charged with violating the Robinson-Patman Act by making promotion tie-in deals with stations owned by various networks. The ruling was that the plans, which gave stores free air time in exchange for store display space for the stations' advertisers, were discriminatory, favoring chains over independent grocers.

Max E. Buck, director of sales and marketing of the NBC stations in New York, said Chain Lightning is now available "to any food retailer, chain or independent, which desires to participate, on an exact proportional basis."

Participants can join one of three plans: (1) As an individual owner of one or more stores; (2) as a member of a group having a common trade name or a trade name used for promotional purposes or (3) as a member of the NBC food store organization known as "Stores of the Stars."

Each participating store gets a window insignia identifying it as a "Store of the Stars" and receives a certain amount of free air time on a set mathematical formula. In exchange, stores give good point of sale space to advertisers using the NBC stations. An NBC advertiser must buy at least \$1,000 weekly on WRCA, New York, to be eligible for Chain Lightning merchandising. Minimum required purchases vary on the other network-owned stations. #

New Radio Network Football Package Is Offered to Agencies

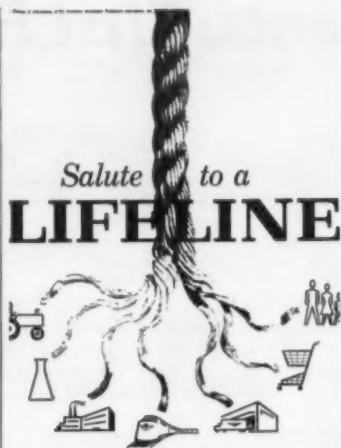
Chicago, July 2—"Football Under the Stars," a series of nighttime college football games to be broadcast this fall on a nationwide basis by radio stations, regardless of affiliation, currently is being sold to agencies by Midwestern Sports Network.

Two packages are being offered featuring top college football teams, including eight of the top 20 teams last year and five bowl teams. One package includes five Friday nights, four Saturday nights and Thanksgiving Day and the other includes nine Saturday nights and Thanksgiving.

One of the two packages will ultimately be chosen in response to station and sponsor interest. The two packages are being offered to stations throughout the U.S. with a goal of a minimum base of 100 stations.

Under the arrangement a station may sell the show through its own salesman at a price dictated by the network, or the station merely clears the time, gives the network a net price per game and gives the network until Aug. 1 to sell the show.

Eddie Einhorn, managing director of Midwestern Sports Network, will handle the play-by-play duties, and will be assisted by famous football personalities. Among the teams to be featured are Purdue, Wisconsin, University of Miami, U.S.C., Georgia Tech, Texas and Penn State. #



Salute to a **LIFELINE**

LIFELINE—The Bureau of Advertising is making this page ad available to its 1,060 member dailies for their use in helping the Grocery Manufacturers of America celebrate its 50th anniversary.

Food Field Invested Record \$1.1 Billion in Advertising in 1957

New York, July 2—The food and grocery field increased 1957 advertising expenditures by 11% to a record high total of \$1.1 billion, according to a brand-by-brand analysis in the current issue of *Food Field Reporter*.

Included in the study are all brands promoted in at least two markets with an expenditure of \$15,000 or more. More than 45 product categories are covered.

For the second successive year spot television was the biggest medium for food advertising dollars. The biggest percentage increase was made by newspaper sections. Specific expenditures in major media were as follows:

- Magazines \$159,830,000, up 8.5% over 1956; newspapers \$185,360,000, down 6.8%; newspaper sections \$57,830,000, up 40.7%; network tv \$243,404,000, up 11.3%; spot tv \$268,306,000, up 20.2%; network radio \$36,950,000, down 9.9%; spot radio \$86,220,000, up 25.6%, and outdoor \$55,851,000, up 7.7%.

Food Field Reporter estimates that an additional \$10,000,000 was spent for car cards, movies, three-sheet posters and other forms of consumer advertising. #

NBC Reportedly Economizes, Cutting 400-600 from Payroll

(Continued from Page 1)

80 to 100 people are leaving the Hollywood office by July 15; New York and Chicago figures are not available. NBC officials said they, like others, are tightening their operation, but they denied reports of blanket cutbacks and the rumored size of the layoff figure.

Columbia Broadcasting System, which recently dropped several people from news and public affairs, and others from production with the dramatic show cancellations, denied that a pruning of its 6,100-man staff is planned. ABC said no cutbacks are planned in its 2,400-man staff. #

KOCO-TV Boosts Keys

Charles Keys, formerly commercial manager of KOCO-TV, Oklahoma City, has been promoted to general manager of the tv station.

Last Minute News Flashes

Marschalk Unit Takes Over McCann's Dallas Office

New York, July 3—Marschalk & Pratt, the advertising agency which operates as a division of McCann-Erickson, is taking over and enlarging the McCann office in Dallas. A similar transfer took place in Atlanta last month, and Marschalk & Pratt opened in Miami this week. Marion Harper Jr., president of McCann-Erickson, said, "We expect this regional agency system will operate in Texas—with Marschalk & Pratt in Dallas and McCann-Erickson in Houston—with the same success it has achieved in New York. Our decision for an expanded service follows a two-year study of needs and opportunities of southwest marketers."

Kirk Succeeds Ruston as Sales VP of Revlon

New York, July 3—Charles R. Ruston has resigned as vp in charge of sales at Revlon Inc. He is succeeded by George Kirk, formerly vp in charge of sales, girde division, at International Latex Corp. Mr. Ruston has not announced his plans. At International Latex, Harold Rudominer, formerly vp in charge of sales in the family products division, succeeds Mr. Kirk.

Quaker Names Shaw to Handle Instant Macaroni

Chicago, July 3—Quaker Oats Co. has moved its advertising for instant macaroni to John W. Shaw Advertising. Shaw has been handling the company's Easy mixes, corn goods, specialties and its trade advertising. The instant macaroni has been with J. Walter Thompson Co. since the product was introduced about six months ago.

William Sittig Leaves Clinton E. Frank Inc.

Chicago, July 3—William A. Sittig has resigned as vp and general manager of Clinton E. Frank Inc. His future plans will be announced later. Prior to joining the Frank agency Mr. Sittig for a number of years was vp and western manager of the Crowell-Collier Publishing Co.

Johnson to Direct D'Arcy PR; Other Late News

- Lawrence H. Johnson**, formerly a vp with Bernard Relin Associates, has been appointed director of public relations of D'Arcy Advertising Co., New York, succeeding Orville Anderson, who has resigned (AA, June 30).

- Bruce Friedlich**, formerly director of sales and merchandising of Bache & Co., New York stock broker, has joined Vos & Co., New York, as account supervisor and sales consultant to financial advertisers. Before joining Bache Mr. Friedlich was New York advertising sales manager of *Fortune*. Shearson, Hammill & Co., New York stock broker, has moved its advertising account from Doremus & Co. to Vos & Co.

- Norman E. Mork**, manager of the San Francisco office of Compton Advertising until last week when he was replaced by Richard E. Goebel (see item on Page 45), told *ADVERTISING AGE* he has been "handling the Langendorf United Bakeries account for 16 years and it is time for a rest—I haven't even thrown my hat around, so I don't have any idea of the future." He was "retired by request" he told AA. Mr. Mork, who had brought four divisions of Langendorf from the old Biow agency to Compton, said he was being replaced because of "purely economic reasons" involving the drop in billings when parts of the Langendorf account went to Y&R June 1 (AA, April 14).

- Cal J. McCarthy Jr.**, veteran agency man, has joined Foote, Cone & Belding, New York, as a vp and account supervisor. Most recently with Kelly Nason Inc., Mr. McCarthy since 1950 has been an account man with Ruthrauff & Ryan; Ellington & Co.; David J. Mahoney Inc. and MacManus, John & Adams. The White Rock account, which followed him to all of these agencies, did not follow him to Kelly Nason.

- Jack Wigle**, formerly advertising manager of the *San Fernando Valley Times*, North Hollywood, Cal., has succeeded E. G. Alexander as advertising manager of the *Perth Amboy News*, Perth Amboy, N.J. Mr. Alexander resigned recently and has not announced his plans. Hal Lindley succeeded Mr. Wigle on the *Valley Times*.

- Monticello Drug Co.**, Jacksonville, has scheduled a 26-week one-minute spot radio campaign in 150 markets for its 666 malaria and cold remedy, starting with the cold season on Oct. 1. The agency is Charles W. Hoyt Co.

- Bruce W. Neal**, formerly with Young & Rubicam, has joined W. R. Simmons & Associates Research, New York, as a senior project director.

- Precision Instruments Inc.**, Troy, N. Y., a newly formed company, which will import and distribute engineering instruments of foreign manufacturers which are noncompetitive with current domestic products, has appointed Fred Wittner Advertising, New York. Business publications will be used.

- Better Homes & Gardens**, Des Moines, has named Robert A. Burnett to the newly-created post of marketing manager. Replacing him as Cleveland sales manager is Max L. Madsen, formerly in the Chicago and Minneapolis sales offices. The magazine also has opened a St. Louis sales office, headed by William G. Hunt.

- H. Scott Leonard**, formerly district sales manager in Chicago for *Chemical & Engineering News*, has been appointed advertising sales manager of *Industrial & Engineering Chemistry*. Both are American Chemical Society publications under the advertising management of Reinhold Publishing Co., New York. Mr. Leonard succeeds David B. Hoopes, who has resigned to join the New York sales staff of *Reader's Digest*.

- Betty Barclay dresses** is following Edgar Herz to Gore Smith Greenland Inc., New York. Mr. Herz, formerly board chairman of Williams Advertising Agency, New York, has been appointed vp and chairman of the plans board of the Gore agency.

- No progress** was reported this week in settlement of newspaper strikes in Philadelphia and Oklahoma City. The strike at the *Camden Courier-Post* was ended last weekend when teamster officials signed a three-year contract with the newspaper.

- John Mooney**, formerly assistant media director of Needham, Louis & Brorby, Chicago, rejoins Tatham-Laird, Chicago, July 7 after five years at NL&B, as a member of the contact staff. NL&B has not yet announced a successor to Mr. Mooney.

FTC Hits Revlon Lipstick Refill as Price Conspiracy

WASHINGTON, July 3—The Federal Trade Commission charged today that Revlon Inc. entered into a conspiracy with some of its suppliers and competitors to fix prices and eliminate competition in refillable lipstick cases and lipstick refills.

Competitors identified in the complaint include Helena Rubenstein Inc., New York; Merle Norman Cosmetics Inc., Los Angeles, and Nethercutt Laboratories, a Merle Norman affiliate, also of Los Angeles. Four container manufacturers also were identified.

The commission claimed the arrangements were an outgrowth of Revlon's control of the Braselton patents which it acquired in 1954. FTC said these patents "purport to cover refillable lipstick containers or cases."

According to the commission, Revlon used its control of the patents as the basis for a licensing arrangement which involved royalties based on the price of non-patented lipstick paste as well as the refill cases.

FTC said that "Merle Norman, Nethercutt and Helena Rubenstein entered into licensing agreements under these arrangements, combining with Revlon and the container manufacturers to further the conspiracy."

"Pursuant to this unlawful conspiracy," the commission alleged, "all respondents, including Revlon, agreed, among other things, to resell the products, including the non-patented lipstick inserts, at agreed-on fixed minimum resale prices and adhered to such prices." #

NTA Acquires Warner Films

National Telefilm Associates, New York, tv film producer-distributor, has acquired U. S. and Canadian tv distribution rights to 40 hour tv programs produced by Warner Bros. The films are some of the studio's biggest hits re-made for tv and shown during 1956-57 on ABC Television under the title "Warner Bros. Presents." Warner's agreement with NTA marks the first time the studio has released its tv product for distribution on a syndicated basis. NTA plans to present a number of the films on the NTA Film Network this fall as part of its "TV Hour of Stars." The remainder will be distributed on a syndicated basis.



THAT-A-AWAY
In the McCann-Erickson Blood Bank—June 18th-19th

FUN IN BLOOD—Posters, this one showing Joanne Bailey and John Douglass, were part of the blood drive in the New York office of McCann-Erickson. McCann trainees were active in the drive, which also included "radio spots" on the intra-office p.a. system.

Major Account Shifts, Appointments, First Half, 1958*

ACCOUNT	TO	FROM	Billings (Estimated)
American Machine & Foundry Co. (corporate & 11 products)	Cunningham & Walsh	Fletcher D. Richards Inc.	\$ 1,300,000
American President Lines	Johnson & Lewis	Kenyon & Eckhardt	1,000,000
B. T. Babbitt Inc. (Bob-O, Tidy Bowl, Cameo, Am-O & Connecticut Chemical)	Brown & Butcher	Donahue & Coe	1,500,000
(Glim)	Brown & Butcher	Doyle Dane Bernbach	500,000
Bank of California	Honig-Cooper & Miner	Fletcher D. Richards Inc.	
Barbasol Co.	George J. Walsh Co.	Erwin Wasey, Ruthrauff & Ryan	172,000
Best Foods (Rit division)	Sullivan, Stauffer, Colwell & Boyles	Earle Ludgin & Co.	1,000,000
Bon Ami Co.	Weiss & Geller	Kastor, Farrell, Chesley & Clifford	1,000,000
Borden Co. (Starlac)	Dancer-Fitzgerald-Sample	Young & Rubicam	2,000,000
Carbonated Beverage Institute	Fuller & Smith & Ross	No agency	1,000,000
Chesebrough-Pond's (Vaseline petroleum jelly)	William Esty Co.	McCann-Erickson	
(Pond's Angel Skin)	Compton Advertising	J. Walter Thompson Co.	
Chrysler Corp. (Chrysler and Imperial)	Young & Rubicam	McCann-Erickson	10,000,000
(corporate and export)	Leo Burnett Co.	McCann-Erickson	8,500,000
Ciba Pharmaceutical Products (non-prescription and some prescription products)	Doherty, Clifford, Steers & Shenfield	William Douglas McAdams Inc.	1,000,000
(Trade ads for a group of prescription products)	Sudler & Hennessey	William Douglas McAdams Inc.	
Note: McAdams retains a major group of prescription items, with agency changes effective at the end of the year.			
Cities Service Oil Co. (Canada)	E. W. Reynolds Ltd.	Thornton Purkis Ltd.	
D. L. Clark Candy Co.	Maxon Inc.	Grant Advertising	
Colgate-Palmolive Co. (Ajax)	McCann-Erickson	Bryan Houston Inc.	2,000,000
(Halo)	D'Arcy Advertising Co.	Carl S. Brown Co. (now Brown & Butcher)	2,000,000
(New product)	McCann-Erickson	No agency	
(Vel beauty bar)	Lennen & Newell	Carl S. Brown Co.	
(Vel powder)	Norman, Craig & Kummel	Lennen & Newell	2,000,000
Congoleum-Nairn	Keyes, Madden & Jones	Dancer-Fitzgerald-Sample	2,000,000
Crown Zellerbach Corp. (Institutional advertising and corporate publications)	Kenyon & Eckhardt	Gene K. Walker Co.	350,000
Dana Perfumes Corp.	Irving Serwer Advertising	Caples Co.	
Electric Storage Battery Co. (automotive division)	BBDO	Aitkin-Kynett Co.	
Emerson Drug Co. (Bromo-Seltzer)	Warwick & Legler	Lennen & Newell	2,000,000
Eversharp Inc.	Compton Advertising	Cunningham & Walsh	1,400,000
Max Factor & Co. (Max Factor fragrances: Electric, Primitif and Hypnotique, Natural Wave hair spray, Hi-Fi make-up and Hi-Fi lipsticks)	Kenyon & Eckhardt	Doyle Dane Bernbach	3,000,000
Florists' Telegraph Delivery Assn.	Not assigned	Grant Advertising	1,500,000
Ford Motor Co. (Lincoln and Continental)	Kenyon & Eckhardt	Young & Rubicam	4,500,000
General Electric Co. (portable and table model phonographs)	Maxon Inc.	No agency	
General Foods Corp. (S.O.S. division)	Foote, Cone & Belding	McCann-Erickson	2,000,000
General Mills (Puffin biscuits)	Knox Reeves Advertising	Henri, Hurst & McDonald	
General Motors Corp. (Buick Motors division)	McCann-Erickson	Kudner Agency	24,000,000
(Frigidaire division)	Dancer-Fitzgerald-Sample	Kudner Agency	6,000,000
(Truck & coach division)	McCann-Erickson	Kudner Agency	2,000,000
(Motorama)	Campbell-Ewald	Not staged in 1957	3,500,000
Glamorene Inc.	Garfield-Linn & Co.	Product Services Inc.	2,000,000
Great Western Producers	Gore Smith Greenland Inc.	Al Paul Lefton Co.	400,000
Charles Gulden Inc.	Paris & Peart	Charles W. Hoyt Co.	
Chr. Hansen's Laboratory (Junket Brand new product)	Doherty, Clifford, Steers & Shenfield	No agency	
A. S. Harrison Co. (Preen wax)	Kastor, Hilton, Chesley & Clifford	Charles W. Hoyt Co.	
Hotpoint Co.	Compton Advertising	Maxon Inc.	
Humphreys Medicine Co.	Kastor, Farrell, Chesley & Clifford	Douglas Lee Wood Advertising	3,500,000
Intercontinental Hotels Corp.	Kudner Agency	Harris & Co.	1,000,000
International Shoe Co. (Friedman-Shelby)	Krupnick & Associates	D'Arcy Advertising Co.	
(Peters division)	Krupnick & Associates	Henri, Hurst & McDonald	
A. & M. Karagheusian Inc.	Foote, Cone & Belding	Fuller & Smith & Ross	500,000
KLM Royal Dutch Airlines	Erwin Wasey, Ruthrauff & Ryan	Charles W. Hoyt Co.	1,000,000
Lanolin Plus Inc.	Erwin Wasey, Ruthrauff & Ryan	Kastor, Farrell, Chesley & Clifford	2,000,000

ACCOUNT	TO	FROM	Billings (Estimated)
Lanvin Parfums Inc. (Radio and tv)	Dowd, Redfield & Johnstone	North Advertising Inc.	1,000,000
(Print)	Wesley Associates	North Advertising Inc.	
V. LaRosa & Sons	Hicks & Greist	Sullivan, Stauffer, Colwell & Boyles	600,000
Lehn & Fink Products Corp. (Tussy cosmetics)	Young & Rubicam	Grey Advertising Agency	1,000,000
Lever Bros. (Air-Wick, bought from Seeman Bros.)	Foote, Cone & Belding	Norman, Craig & Kummel	500,000
Lucky Tiger Mfg. Co.	Atherton & Currier	Allmayer, Fox & Reskin	200,000
Thom McAn division of Melville Shoe Corp.	Doyle Dane Bernbach Inc.	Ogilvy, Benson & Mather	900,000
Mennen Co. (Foam shave, tube shaving creams, Afta non-alcoholic after shave and shave, talc and bath powders)	Grey Advertising Agency	McCann-Erickson	1,500,000
(Skin bracer and a new men's cologne)	Warwick & Legler	McCann-Erickson	1,000,000
Minneapolis Moline Co.	BBDO	Graves & Associates	750,000
John Morrell & Co. (Morrell meats and Red Heart cat food)	John L. Shaw Advertising	Campbell-Mithun	500,000
Philip Morris Inc. (Benson & Hedges filter cigarettes)	Doyle Dane Bernbach Inc.	Benton & Bowles	800,000
(Philip Morris cigarettes)	Leo Burnett Co.	N. W. Ayer & Son	5,000,000
National Airlines Inc.	McCann-Erickson	Southern Advertising	2,250,000
National Homes Corp.	Tatham-Laird	Applegate Advertising Agency	
Northam Warren Corp. (Cutex, Peggy Sage and Odorono)	Doyle Dane Bernbach Inc.	J. M. Mathes Inc.	2,000,000
Chas. Pfizer & Co. (EEZ, new product)	J. M. Mathes Inc.	No agency	
Pharma-Craft Corp. (Coldene stick chest rub)	Cunningham & Walsh	J. Walter Thompson Co.	
Pilsener Brewing Co.	North Advertising Inc.	Clifford A. Kroening Inc.	600,000
Puck—The Comic Weekly	Charles W. Hoyt Co.	Fuller & Smith & Ross	
Quaker Oats Co. (Ken-L Products)	J. Walter Thompson Co.	Needham, Louis & Brorby	3,500,000
Regal Shoe Co.	Emil Mogul Co.	Doyle Dane Bernbach Inc.	200,000
Renault Inc.	Needham, Louis & Brorby	Mann-Ellis	500,000
Revlon Inc. (Clean & Clear)	Warwick & Legler	C. J. LaRoche & Co.	
(Satin Set)	Emil Mogul Co.	C. J. LaRoche & Co.	1,000,000
(Silicare)	Warwick & Legler	Dowd, Redfield & Johnstone	700,000
(Silken Net, Aqua Spray)	C. J. LaRoche & Co.	Emil Mogul Co.	200,000
(Garry Moore tv, new)	C. J. LaRoche & Co.	No agency	
(Clear-o-Dan)	Maxwell Sackheim & Co.	Emil Mogul Co.	
(Delimine, new)	Maxwell Sackheim & Co.	No agency	
(Unnamed new product)	Heineman, Kleinfeld, Shaw & Joseph	No agency	
Rival Packing Co.	Guild, Bascom & Bonfigli	McCann-Erickson	1,000,000
Schering Corp. (New products)	Cortez F. Enloe Inc.	No agency	200,000
Sears, Roebuck & Co.	Cunningham & Walsh	Mayers Co.	2,000,000
Seeman Bros. (Savoy)	Norman, Craig & Kummel	No agency	500,000
Squirt Beverage Co.	Honig-Cooper & Miner	Fletcher D. Richards Inc.	
Star-Kist Foods	Leo Burnett Co.	Honig-Cooper & Miner	1,500,000
Stephan Distributing Co.	Cunningham & Walsh	J. J. Coppo Co.	1,000,000
Swift & Co. (Allsweet, End-O-Products, Vigoro)	Leo Burnett Co.	J. Walter Thompson Co.	1,500,000
(Pard, Swift'ning, Jewel shortening & salad oil)	Dancer-Fitzgerald-Sample	J. Walter Thompson Co.	1,500,000
(peanut butter)	Not assigned	J. Walter Thompson Co.	
Top-Wip Inc.	Campbell-Mithun	No agency	1,000,000
Triangle Publications (TV Guide)	Gray & Rogers	Al Paul Lefton Co.	500,000
Vick Chemical Co. (Sofskin hand creams)	Morse International Inc.	Ellington & Co.	400,000
Volkswagen of America	J. M. Mathes Inc.	No agency	750,000
Warner-Lambert Pharmaceutical Co. (Hudnut hair preparations)	Lambert & Feasley	Sullivan, Stauffer, Colwell & Boyles	1,500,000
(New product)	Warwick & Legler	No agency	
Weco Products Co. (Dr. West's push-button tooth paste)	Keyes, Madden & Jones	J. Walter Thompson Co. (introductory campaign only)	1,000,000
Western Pacific Railroad	Honig-Cooper & Miner	Fletcher D. Richards Inc.	325,000
Westinghouse Electric Corp. (tv-radio division)	Grey Advertising Agency	McCann-Erickson	2,000,000
Whitehall Pharmacal Co. (Neet)	Lawrence C. Gumbinner	Erwin Wasey, Ruthrauff & Ryan	
(Kolyos)	Tatham-Laird	Grey Advertising	300,000
(Soothal)	Bryan Houston Inc.	Sullivan, Stauffer, Colwell & Boyles	
Wilson & Co. (ham, bacon, sausage and canned meats)	Kenyon & Eckhardt	Needham, Louis & Brorby	1,250,000
Woolite Co.	Honig-Cooper & Miner	Fletcher D. Richards Inc.	300,000
Zenith Radio Corp. (radio-tv receivers)	Foote, Cone & Belding	Earle Ludgin & Co.	2,000,000

*For a more detailed account changes and appointments for the first quarter of 1958, see Page 120, AA, April 21.

Arkus Forms PR Agency; Continues as AHA Counsel
M. Frederick Arkus, formerly senior associate at Win Nathanson & Associates, has opened his own

New York public relations office, National Communication Associates, specializing in institutional and industrial public relations. Offices are at 485 Fifth Ave. He will

continue as public relations counsel to the American Heart Assn. Senior associates in the new company include Irwin Lewis, formerly supervisor of station adver-

tising and promotion at ABC-TV; Herb Cornell, formerly pr manager of Westinghouse Corp. lamp division; William H. Jack, formerly community relations director of

Monsanto Chemical Co.; Hal Marc Arden, formerly with Ted Mack Enterprises, and Don Sheldon, formerly with Peter Arnell TV Productions.

GET READY—GET SET FOR THE
BIGGEST SNOWFLAKE YET
TO HELP SELL MORE APPLIANCES IN 1958!



Operation Snowflake 1957 was fabulous . . . but Snowflake—1958 is going to be even bigger and better. In addition to the already strong selling program developed through the many previous Snowflake promotions, U. S. Steel is adding daytime network TV. Here's the consumer advertising U. S. Steel will put behind Operation Snowflake in 1958:

Daytime Network Television—twice a week for four straight weeks

U. S. Steel Hour Network TV—four commercials

Seven Network Radio Programs—seven participations a week for two weeks

Newspapers—dominant ads in over 500 newspapers in over 400 markets

Snowflake—1958 is the best opportunity you'll have to sell appliances in November and December—when everyone is spending money for Christmas gifts.

IN 1957... A NEW SNOWFLAKE RECORD!
**LOCAL RETAILERS BOUGHT
8,896,920 LINES OF TIE-INS
IN JUST SIX WEEKS**

More retailers took part than ever before . . . Independents and Chains ordered 38,982 free retail promotion kits. They bought 8,896,920 lines of tie-in newspaper advertising. They bought \$288,572 worth of radio time. They used more Snowflake appliance displays than ever before.

More banks, more utilities, more trade associations, more distributors, more manufacturers used Snowflake ads. 3,415 newspapers sold advertising, ran editorial features and Snowflake Supplements in 1957. 916 radio stations tied-in and sold over 98,000 spots.

But U. S. Steel has even bigger, better plans for Operation Snowflake 1958. "Make It a White Christmas—Give Her a Major Appliance" will be promoted

extensively throughout the Christmas shopping season. Agencies and Advertisers: use Operation Snowflake for bigger appliance sales in 1958!

Write for complete information on Snowflake—1958

A Snowflake presentation by a U. S. Steel representative can be arranged if you are a major appliance manufacturer or a manufacturer's advertising agency. Just write or phone Mr. Robert C. Myers, Director, Market Development Division, United States Steel Corporation, Pittsburgh 30, Pa.

USS is a registered trademark

USS United States Steel



USE-TESTED[®]

by **McCall's**

T

ELLS THE PRODUCT STORY

McCall's Use-Tested[®] Tag reports the findings of McCall's editors on how the product actually works under home-use and laboratory conditions—telling the product story in terms of greatest interest to the customer: *What will it do for me?*

A

LWAYS WITH THE PRODUCT

McCall's Use-Tested Tag is one salesman on the job all the time—ready to tell the sales story when a salesman isn't on hand; providing friendly "sales-talk" material when he is available.

G

IVES A THIRD-PARTY

ENDORSEMENT

McCall's Use-Tested Tag speaks to the customer with the authority of McCall's Magazine . . . a trusted, respected source of information about ideas and products for the home.

"we used it and we like it!"

Many fine products with these brand names have earned McCall's Use-Tested Tag:

ALADDIN INDUSTRIES
ALLEN RUBBER TOP
AMANA
BORG-ERICKSON
BROTHER
DETECTO
ELECTROLUX
ENGLANDER
FRIGIDAIRE
GEIGY CHEMICAL COMPANY
GENERAL ELECTRIC
HARDWICK
HOOVER
KELVINATOR
KIRSCH COMPANY
KITCHENAID
LANDERS, FRARY & CLARK
MAGEE CARPET COMPANY
MIRRO-MATIC
NUTONE
OSTER
PEPPERELL
PFAFF
PHILCO-BENDIX
RCA WHIRLPOOL
SEALY
SPRING AIR
SPRINGWALL
STANLEY-JUDD
TAPPAN
VOICE OF MUSIC
WEST BEND
WESTINGHOUSE
YOUNGSTOWN KITCHENS

McCall's

the magazine of Togetherness ... circulation now more than 5,300,000